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SARDAR PATEL UNIVERSITY
BBA - ITM 8th SEMESTER EXAMINATION (CBCS - NC)
2016

Wednesday, 11th May
02: 30 PM to 04:30 PM

UM08FBB101– Communication Skills for IT Professionals

Total Marks: 60

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|-------|---|--|----|
| Q - 1 | A | What is eCommunication? Discuss in detail the concept of it and the need of it in present times. | 10 |
| | B | Write Short Note: Video Conference | 05 |
| | | OR | |
| Q - 1 | A | Discuss in detail the Impact of technology on Communication with appropriate examples. | 10 |
| | B | Write Short Note: Barriers to eCommunication. | 05 |
| Q - 2 | | Discuss in detail the use of charts, graphs & tables in conversion of data into information | 15 |
| | | OR | |
| Q - 2 | | Write Short Notes:- | 15 |
| | | (1) Use of Blogs in Business | |
| | | (2) Use of electronic media in Sales Promotion | |
| | | (3) Instant Messages | |
| Q - 3 | | What is technical writing? Discuss in detail its concept, characteristics and strategies. | 15 |
| | | OR | |
| Q - 3 | | Discuss in detail process, benefits and techniques used in Team Briefing. | 15 |
| Q - 4 | | Prepare a Questionnaire to know the preference of customers at the time of launching 4G Mobile. | 15 |
| | | OR | |
| Q - 4 | | Discuss in detail Key Elements, Types, and Lay Out in preparing Business Proposals. | 15 |

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