

(A-10) Seat No.: _____

No. of Printed Pages: 01

Sardar Patel University
BBA –ITM Examination (8th Semester) NC (2010)
Thursday, 9th March 2017
UM08FBB101 - Communications Skills For It Professionals

Total Marks: 60

Time: 02:00 PM to 04:00 PM

- Q – 1 A** Write a detailed note on the positive and negative impact of technology enabled communication. **10**
- B** Write a short on: Videoconference **05**
- OR**
- Q – 1 A** Write a detailed note on the barriers to e-communication. **08**
- B** Write a short note on: Voicemail **07**
- Q – 2 A** Explain how sales can be promoted using electronic media in e-commerce environment. **10**
- B** Write a short note on: Blog **05**
- OR**
- Q – 2 A** Elaborate how charts, graphs, etc. help present information more effectively. **10**
- B** Write a short note on: Instant Messages **05**
- Q – 3 A** Explain the concept and importance of business writing. **08**
- B** What is effective web writing? **07**
- OR**
- Q – 3 A** Describe the process, benefits and techniques of Team Briefing. **08**
- B** Write a note on the written analysis of cases. **07**
- Q – 4 A** Draft a questionnaire for launching a mobile phone. **08**
- B** What are the key elements of a business proposal? **07**
- OR**
- Q – 4 A** What are the technological tools available for business research? **08**
- B** Discuss the different types of business proposals. **07**