

(42)

No. of Printed Pages: 2

SARDAR PATEL UNIVERSITY

SYBSW External Examination Semester-III

Tuesday, Date: 12/11/2013

Session: Evening Time: 02:30 pm to 04:30 pm

Subject Code: UA03FBSE01 Paper I

Subject Title: Corporate Communication -I (English Medium)

Marks : 60

Q 1. Attempt any fifteen of the following Multiple Choice Questions. 15 marks

1. I went to school this morning but I didn't learn anything. It was just _____.
a. time to go b. time out c. a waste of time d. none of these
2. He was a very _____ person.
a. sense b. sensible c. sensibly d. senses
3. My grand mother and guardian _____ here.
a. is b. are c. has d. none of these
4. The great poet and the famous painter _____ coming.
a. is b. are c. has d. all of these
5. I _____ Goa last weekend.
a. visited b. visits c. visiting d. will visit
6. There is a bench _____ my house.
a. under b. between c. among d. in
7. The lamp is _____ the table.
a. on b. between c. among d. all of these
8. Thank you very much for your e-mail _____ was very interesting.
a. whose b. which c. whom d. why
9. Don't be late for _____ School.
a. a b. an c. the d. all of these
10. The Sun _____ at 7 last night.
a. sets b. sat c. set d. will set

(PTO)

11. In ____ Presentation material is written out and one is supposed to read it out aloud.
a. Extemporaneous b. Manuscript c. Impromptu d. Memorization
12. Kinesics is the name give to the study of _____.
a. Body's physical movement b. Personal space c. Use of time d. All of these
13. Neither Rahul nor Raj ____ present today.
a. is b. am c. are d. none of these
- 14: He shot the tiger ____ his gun.
a. by b. with c. from d. none of these
15. A lot of books _____ purchased.
a. has been b. have been c. both a and b d. neither a nor b
16. Every boy and girl _____ given prize.
a. is b. was c. am d. none of these

Q 2. Write a detailed note on Memo writing and draft a memo warning an employee for his being habitually late.

OR

15 marks

Q 2. *A-One Pen Company* launches attractive offers. Draft a sales promotional letter.

Q 3. Write a detailed note on the lay out of Business letter with special emphasis on the Inside Address and Body of the letter

OR

15 marks

Q 3. Write a letter of placing an order for shoes to *Ace Shoes Company Ltd.* Ahmedabad.

Q 4. Attempt any two of the following

15 marks

1. The significance of Date in Business letter
2. Main body of Presentation
3. Personal appearance and eye contact in Presentation
4. Importance of Reference in Business Letter