

SEAT No. _____

No. of Printed Pages : 3

[22]

Page No.01

Sardar Patel University
SYBSW(SE): SEM-III (CBCS) (NC)
UA03FBSE01 – Corporate Communication -I
Tuesday, 5th January, 2021, Time 10:00am to 12:00pm

Total Marks: 60

Q 1. Attempt the Following Multiple Choice Questions.

(20)

(1) Which is the effective objective for well plan presentation?

- (A) To create (B) To entertain
(C) To sell (D) All the A,B,C

(2) _____ is a movement of the head, hands or legs to express an idea, feeling or emotion.

- (A) Eye Contact (B) Gesture
(C) Facial expression (D) Touch

(3) Which is not the function of a Sales letter?

- (A) Order (B) Attracting attention
(C) Arousing desire (D) Stimulating action

(4) Give the proverb of these following lines:

'There is a positive side to every bad situation. In other words, bad things also produce some good.'

- (A) Look before you leap (B) When it rains, it pours
(C) Every cloud has silver lining (D) Necessity is the mother of invention

(5) Which types of letter is considered as an ambassador of the company?

- (A) Reply letter (B) Order letter
(C) Sales letter (D) Adjustment letter

(6) Which part of letter is a compliment or greeting used to begin the letter?

- (A) Inside Address (B) The Salutation
(C) Body Parts (D) The Date

(7) In which type of layout type-writer has to use unnecessary stenographic time for spacing margins and Punctuation?

- (A) The Modified (B) The Square form
(C) The Indented form (D) The Demi official form

(8) In which type of layout the inside address is placed at the end of the letter?

- (A) The Square form (B) The Demi official form
(C) The Indented form (D) The Hanging Paragraph form

(9) The part of Date is consist...

- (A) Date (B) Month
(C) Year (D) All the above

Page No.02

(10) Where we mention the Salutation in the letter?

- (A) After the Inside address (B) At the end of the letter
(C) Before the Signature (D) No where

(11) Which type of communication irritates the reader?

- (10) Where we mention the Salutation in the letter?
 (A) After the Inside address (B) At the end of the letter
 (C) Before the Signature (D) No where
- (11) Which type of communication irritates the reader?
 (A) Complete (B) In complete
 (C) Clear (D) Concise
- (12) In Business communication friendliness is inseparable form...
 (A) Consideration (B) Clarity (C) Courtesy (D) Correctness
- (13) You can tell somebody what the best thing to do is, but you can't make them do it. In other words, even if you give somebody good advice, they might not follow it. Give the appropriate proverb.
 (A) You can lead a horse to water but you can't make it drink.
 (B) What doesn't kill you makes you stronger.
 (C) Look before you leap
 (D) When it rains, it pours
- (14) In which form we use informal signature?
 (A) The Square form (B) The N.O.M.A. form
 (C) The Hanging Paragraph form (D) The Demi official form
- (15) Which letter form is used by the businessman who does not break the rules of tradition?
 (A) The B.F.G. form (B) The Semi-block form
 (C) The Demi official form (D) The Indented form
- (16) Which form lies between the Indented form and the Block form?
 (A) The Demi-Official Form (B) The Hanging Paragraph Form
 (C) The N.O.M.A. Letter Form (D) The Semi Block Form
- (17) Which form omitted the salutation and complimentary close?
 (A) The Semi Block Form (B) The Hanging Paragraph Form
 (C) The N.O.M.A. Letter Form (D) The Indented Form
- (18) Which is not the part of effective letter writing?
 (A) Courtesy (B) Absurdity (C) Clarity (D) None of these
- (19) Which kinds of business letter is the forerunner of a business?
 (A) Inquiry letter (B) Complaint letter (C) Reply letter (D) Adjustment letter
- (20) Which is the regular part of the Business letter?
 (A) Carbon Copy Notations (B) Attention Lin (C) Postscripts (D) The Date

Q.2. Discuss the Structure and Essential Regular parts of the Business Letters.

OR

(15)

Q.2. (A) Draft a letter of Reply in response of the Enquiry related the price, size and time of delivery of Raincoats, Overcoats and Gumboots.

(B) Write a short note on the Hanging Paragraph Form of a Business Letter.

Q.3. Short Question ANY FIVE out of TEN

(25)

1. Discuss the structure of the presentation.
2. Preparing presentation material
3. Positive Gestures
4. Discuss any two layout of a business letter
5. Features of Sales Letter.
6. Body language
7. Solicited and Unsolicited letter
8. Persuasion.
9. The Demi-official Form and The N.O.M.A.
10. Structure of Memo
