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Sardar Patel University
SYBA(ADVANCED): SEM-III (CBCS) (NC)
UA03FECC01 – Corporate Communication -I
Monday, 4th January, 2021, Time: 10:00 am to 12:00pm

Total Marks: 60**Q 1. Attempt the Following Multiple Choice Questions.****(20)**

1. 'The apple doesn't fall far from a tree' means _____.
a) Success comes to those who deserve it least. b) Time is valuable and should not be wasted.
c) There is an established way of doing things. d) Children resemble their parents.
2. _____ is the first step of preparing presentation.
a) Developed Main theme b) Arrange logically and in sequence
c) Practice d) Collect all relevant information
3. _____ block style is very popular in U.S.A.
a) The Fully Block b) Modified Block
c) The Semi-Indented d) The Fully Indented
4. In _____ type of letter the customer or buyer takes the initiative in asking for information.
a) The Unsolicited b) The Solicited
c) Both A and B d) None of the above
5. People cannot change their personality or nature means _____.
a) Look Before You Leap b) Too Many Cooks Spoil the Broth
c) A leopard cannot change its spots. d) Every cloud has a silver lining.
6. _____ part is written two spaces below the salutation and in the centre of the letter paper.
a) The Inside address b) The Subject Line
c) The Attention Line d) None
7. _____ types of letter denote the feelings of sorry and regrets.
Sales Letter b) Order Letter c) Collection Letter d) Adjustment Letter
8. _____ the proverb of 'Success comes to those who deserve it least.'
a) The die is cast. b) The best things in life are free. c) The devil looks after his own. d) None.
9. When we ask for the adjustment then we have to draft _____ letter.
a) Complaint b) Reply c) Order d) Inquiry
10. In the structure of presentation _____ part is considered as the main part.
a) Integration of Theme b) Development of Main Theme
c) Both A and B d) None of the above
11. _____ is the part of your presentation planning.
a) Know your audience b) Physical Factor
c) Structuring the Presentation d) All a, b and c
12. _____ means the name and complete address of the person to whom the letter is to be sent.
a) Inside Address b) The Letterhead c) Reference Number d) The Attention Line

[1]

[P.T.O.]

13. _____ is the appropriate proverb of this sentence: You should not depend on just one thing for success.
- a) There is more than one way to skin a cat. b) Necessity is the mother of invention.
c) Don't put all your eggs in one basket. d) When it rains, it pours.
14. _____ kind of business letter is the forerunner of a business.
- a) Inquiry b) Reply c) Adjustment d) Order
15. The Full Block Form of layout is also known as _____.
- a) The N.O.M.A. b) The Hanging Paragraph
c) The Semi-Block Form d) The Square Block Form
16. Which is not the part of Heading in the business letter?
- a) Subject b) Fax Number c) The Firm's Address d) Email
17. Which objective is the state of discipline and spirit in the work force of an organization?
- a) Motivation b) Persuasion c) Advice d) Raising Morale
18. Which letter is an opportunity for the seller to build a profitable relationship with the customer?
- a) Adjustment Letter b) Enquiry Letter c) Order Letter d) Reply Letter
19. "People can be very creative when they have to be." What is the meaning of this proverb?
- a) Necessity is the mother of invention b) A leopard can change its spot
c) You are lazy so don't complain of laziness d) People became wiser
20. Which act is an insult while presenting visual-aids?
- a) Perfect correspondence b) Showing badly prepared visual
c) Limited Clip d) Time limit

Q.2. Draft a Sales Letter Advertising a Certain Brand of Tea.

OR

(15)

Q.2. Discuss the Regular and Irregular Parts of a business letter.

Q.3. Short Question ANY FIVE out of TEN

(25)

1. Characteristics of Business letter
2. Cycle of communication.
3. Discuss any two layout of a business letter
4. Modified block form and Demi-official block form.
5. Paralinguistic elements.
6. Features of Sales Letter.
7. Positive Gestures
8. Discuss the structure of the presentation.
9. Preparing presentation material
10. Body language

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