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No. of pages: 1

SARDAR PATEL UNIVERSITY
BBA - ITM 8th SEMESTER EXAMINATION

2015

Friday, 1st May

02:30 to 04:30 PM

UM08FBBI01– Communication Skills for IT Professionals

Total Marks: 60

- Q - 1 A Explain how the process of eCommunication has changed the paradigms of business communication in the modern organizations. 10
- B Write a short note on: Social Networking 05
- OR
- Q - 1 A Write a detailed note on advantages of positive impact of technology – enabled communication. 10
- B Write a short note on: Barriers to electronic communication 05
- Q - 2 A Write a detailed note on sales promotion through electronic media in modern business. 10
- B Write a short note on: Blogs for Business 05
- OR
- Q - 2 A Write a note on importance of graphical representation (charts, tables and graphs etc.) for presenting information. 10
- B Write a short note on: Instant Messaging 05
- Q - 3 A Write a note on characteristics and strategies of technical writing. 08
- B Explain the concept and importance of business writing. 07
- OR
- Q - 3 A Explain the process and techniques of team briefing. 08
- B Write a note on: Analysis of cases 07
- Q - 4 Write a note on the technological tools available for business research. 15
- OR
- Q - 4 Draft a questionnaire on market survey for acceptability of online study software. 15