

[A-13] Seat No: _____

No. of pages: 1

SARDAR PATEL UNIVERSITY
BBA - ITM 8th SEMESTER EXAMINATION (CBCS - NC)
2016

Wednesday, 11th May
02: 30 PM to 04:30 PM

UM08FBBI01- Communication Skills for IT Professionals

Total Marks: 60

- Q - 1 A What is eCommunication? Discuss in detail the concept of it and the need of it in present times. 10
- B Write Short Note: Video Conference 05
OR
- Q - 1 A Discuss in detail the Impact of technology on Communication with appropriate examples. 10
- B Write Short Note: Barriers to eCommunication. 05
- Q - 2 Discuss in detail the use of charts, graphs & tables in conversion of data into information 15
- OR
- Q - 2 Write Short Notes:- 15
- (1) Use of Blogs in Business
 - (2) Use of electronic media in Sales Promotion
 - (3) Instant Messages
- Q - 3 What is technical writing? Discuss in detail its concept, characteristics and strategies. 15
- OR
- Q - 3 Discuss in detail process, benefits and techniques used in Team Briefing. 15
- Q - 4 Prepare a Questionnaire to know the preference of customers at the time of launching 4G Mobile. 15
- OR
- Q - 4 Discuss in detail Key Elements, Types, and Lay Out in preparing Business Proposals. 15

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