

(A-17) Seat No: _____

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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEM - VIII) EXAMINATION

2016

MONDAY, 25th APRIL

2:30 P.M. to 4:30 P.M. MARKS: 60

UM08FBB101: COMMUNICATION SKILLS FOR IT PROFESSIONALS

NOTE: Figures to the right indicate full marks.

Q-1 Elucidate the concept of eCommunication in detail. **[15]**

OR

Q-1 **Write Notes on:**

[A] Voicemail **[08]**

[B] Social Networking **[07]**

Q-2 How can we convert Data into Information with the use of Charts, Graphs and Tables? Discuss at length. **[15]**

OR

Q-2 Write a detailed note on concept, functions and advantages of Blogs in Business. **[15]**

Q-3 **Write Notes on:**

[A] Theoretical elements concerned with Written Analysis of Cases. **[08]**

[B] Concept and importance of Basics of Business Writing. **[07]**

OR

Q-3 Discuss Process, Benefits and Techniques of Team Briefing in detail. **[15]**

Q-4 What is a Business Proposal? Discuss the key elements and types of Business Proposal in detail. **[15]**

OR

Q-4 Draft a questionnaire on launching of a new soft drink "Toofan". **[15]**

ALL THE BEST

