

Sc

SEAT No. _____

[18/A-17]

SARDAR PATEL UNIVERSITY
 BBA (ITM) (04 Years) Semester-VIII EXAMINATION
 2018
 24 April, Tuesday
 02:00 pm to 04:00 pm
 UM08FBBI01 - Communication Skills for IT Professionals

NOTE: Figures to the right indicate full marks to the questions concerned. Marks: 60

Q-1 What is e-communication? Explain the ten Paradigms of e-communication with appropriate illustrations wherever needed. 15

OR

Q-1 Write notes on:
 1. Impact of technology enabled communication 08
 2. Barriers to e-communication 07

Q-2 Write a detailed note on the use of Charts, Graphs & Tables in conversion of data into information. 15

OR

Q-2 Write notes on:
 1. Sales promotion using electronic media 08
 2. Blogs in business 07

Q-3 What is Technical Writing? Explain its Concept, Characteristics and Strategies in detail with relevant illustrations. 15

OR

Q-3 Describe the Process, Benefits and Techniques of Team Briefing at length. 15

Q-4 Draft a questionnaire to survey college students' habits of using Smart Phone. 15

OR

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

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