

[3/A-2]

SEAT No. \_\_\_\_\_

No. of Printed pages: 01

**SARDAR PATEL UNIVERSITY**  
**BBA - ITM EXAMINATION – Semester - VIII**  
**2019**

**Saturday, 27<sup>th</sup> April**

**02:00 p. m to 04: 00 p m**

**UM08FBBI01 –Communication Skills for IT Professionals**

**Total Marks: 60**

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- Q – 1 A Write a detailed note on process of eCommunication (Ten Paradigm). 08  
B What are the barriers to e-communication? 07
- OR**
- Q – 1 A Write a note on the impact of technology enabled communication. 08  
B Write a note on Video Conference. 07
- Q – 2 Write a detailed note on the use of charts, graphs and tables to present information. 15
- OR**
- Q – 2 Discuss in detail the online tools for sales promotion. 15
- Q – 3 Write a note on the concept and importance of the basics of business writing. 15
- OR**
- Q – 3 Explain the concept and characteristics of technical writing. 15
- Q – 4 Write a detailed note on key elements and types of business proposal. 15
- OR**
- Q – 4 Draft a questionnaire to survey the socio-economic conditions of farm workers. 15
- x —————