

[102]

No. of Printed pages: 02

lib

SARDAR PATEL UNIVERSITY
FYBBA - ITM EXAMINATION
(SEMESTER - II)
2011

Thursday 21st April
4:00 p. m. to 6:00 p. m.

(UM02BBI 02) Communication Skills-II

Marks: 60

Q-1 A Rewrite the sentence selecting the right choice from the given bracket. 05

- 1 .All facts, figures, statements, quotations etc must be mentioned _____
(accuracy, tact)
- 2 Motivation _____ the behavior towards the attainment of desired goal.
(channelizes, distracts)
- 3 The language of a business letter should be _____.(unfamiliar , familiar)
- 4 The first page of letter should be typed on _____. (letter head, front page)
- 5 The full form of C. O. D is _____.(cash on order, cash on delivery)

B Describe modern ways of communication. 07

C Write a short note: salutation 03

OR

Q-1 A Rewrite the sentence selecting the right choice from the given bracket 05

- 1 Persuasion needs _____ on your part. (contradiction, conviction)
- 2 The first page of letter should be typed on _____. (letter head, front page)
- 3 _____ implies that we seek favours politely and express our gratitude for the favours done to us. (conciseness, courtesy)
- 4 The full form of F.O.R is _____(free on route, free on rail)
- 5 When old employees are given a course of instruction is called _____.
(training, reorientation)

B Describe two objectives of communication in detail. 07

C Write a short note : Letter Head 03

Q-2 A Draft a letter of inquiry with reference to the advertisement in 'Business Times' to Binoy industries, Goa, to provide you their latest catalogue about tools and watering equipment. 08

