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SARDAR PATEL UNIVERSITY

SYBSW External Examination Semester-III

Tuesday, Date: 12/11/2013

Session: Evening Time: 02:30 pm to 04:30 pm

Subject Code: UA03FBSE01 Paper I

Subject Title: Corporate Communication -I (English Medium)

Marks : 60

Q 1. Attempt any fifteen of the following Multiple Choice Questions. **15 marks**

1. I went to school this morning but I didn't learn anything. It was just \_\_\_\_\_.  
a. time to go      b. time out      c. a waste of time      d. none of these
2. He was a very \_\_\_\_\_ person.  
a. sense      b. sensible      c. sensibly      d. senses
3. My grand mother and guardian \_\_\_\_\_ here.  
a. is      b. are      c. has      d. none of these
4. The great poet and the famous painter \_\_\_\_\_ coming.  
a. is      b. are      c. has      d. all of these
5. I \_\_\_\_\_ Goa last weekend.  
a. visited      b. visits      c. visiting      d. will visit
6. There is a bench \_\_\_\_\_ my house.  
a. under      b. between      c. among      d. in
7. The lamp is \_\_\_\_\_ the table.  
a. on      b. between      c. among      d. all of these
8. Thank you very much for your e-mail \_\_\_\_\_ was very interesting.  
a. whose      b. which      c. whom      d. why
9. Don't be late for \_\_\_\_\_ School.  
a. a      b. an      c. the      d. all of these
10. The Sun \_\_\_\_\_ at 7 last night.  
a. sets      b. sat      c. set      d. will set

(PTO)

11. In \_\_\_\_ Presentation material is written out and one is supposed to read it out aloud.  
a. Extemporaneous b. Manuscript c. Impromptu d. Memorization
12. Kinesics is the name give to the study of \_\_\_\_.  
a. Body's physical movement b. Personal space c. Use of time d. All of these
13. Neither Rahul nor Raj \_\_\_\_ present today.  
a. is b. am c. are d. none of these
14. He shot the tiger \_\_\_\_ his gun.  
a. by b. with c. from d. none of these
15. A lot of books \_\_\_\_ purchased.  
a. has been b. have been c. both a and b d. neither a nor b
16. Every boy and girl \_\_\_\_ given prize.  
a. is b. was c. am d. none of these

Q 2. Write a detailed note on Memo writing and draft a memo warning an employee for his being habitually late.

OR

15 marks

Q 2. *A-One Pen Company* launches attractive offers. Draft a sales promotional letter.

Q 3. Write a detailed note on the lay out of Business letter with special emphasis on the Inside Address and Body of the letter

OR

15 marks

Q 3. Write a letter of placing an order for shoes to *Ace Shoes Company Ltd.* Ahmedabad.

Q 4. Attempt any two of the following

15 marks

1. The significance of Date in Business letter
2. Main body of Presentation
3. Personal appearance and eye contact in Presentation
4. Importance of Reference in Business Letter

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