

[21]

SARDAR PATEL UNIVERSITY

SYBSW (SE) SEMESTER – III (CBCS)

(UA03FBSE01) CORPORATE COMMUNICATION – I

FRIDAY, NOVEMBER 25, 2016

TIME: 02:30 PM – 04:30 PM

TOTAL MARKS: 60

Q:1 Choose the correct option from the multiple choice questions. [15]

(Each Question Carries One Mark)

1. Which is not the part of Paralinguistic elements?
A. Physical Factor B. Know Your Audience C. Eye Contact D. Hand movement
2. Which term we used while mentions the transport changed to be borne in the buyers?
A. Carriage Paid B. Carriage Forward C. Both A & B D. None of the above
3. Who says, "Communication is any behavior that results in an exchange of meaning"?
A. The American Management Association B. W. H. Newman
C. McFarland D. Peter Little
4. Which offer supplier or seller provided if they are not able to provide desired order?
A. Firm Offer B. Bargaining C. Trial Offer D. A Substitute Offer
5. Which objective is the state of discipline and spirit in the work-force of an organisation?
A. Report B. Advice C. Moral D. Appeal
6. What is the ascent of the writer to the subject matter of the letter and it is necessity?
A. Signature B. Greetings C. Subject D. Date
7. Which form is not break the tradition and at the same time use the modern block form?
A. The Semi-block Form B. The Square Block Form
C. The Demi-Official Form D. The Indented Form
8. Who required the feed back skill?
A. Sender B. Receiver C. Both A & B D. None of the above
9. Which letter of inquiry is sent by the sender by his own?
A. Solicited B. Unsolicited C. Both A & B D. None of the above
10. Which type of inquiry made by the buyer's own initiative?
A. Routine B. Solicited C. Enquiry D. Unsolicited
11. Which type of enquiry made by old buyers in the usual course of business?
A. Enquiry for favour B. Solicited C. Unsolicited D. Routine
12. Which is the cheaper and appealing advertisement?
A. Sales Letter B. Television C. Radio D. Film

13. What is very reliable index of a speaker's confidence level?

- A. Gesture B. Posture C. Eye Contact D. Hand Movement

14. Which suits to, "If you are lazy you should not complain when other people are lazy"?

- A. What doesn't kill you makes stronger B. The apple doesn't fall far from the tree
C. That's the pot calling Kettle black D. Necessity is the mother of invention

15. Which part in preparation of presentation some quotation, anecdote and poetical utterance are required?

- A. The Opening and Closing B. Collect data C. Logical arrangement D. Time schedule

Q:2[A] Draft the letter of reply to Dattani Theatre Mumbai in response of their inquiry [08]
on adjustable chair. Give response on behalf of Karnard Manufacturing Ltd.
with quotation, color of chair, discount and labour service.

[B] Rainy products which you had ordered in May have been delivered in [07]
September. Write a letter on behalf of Season Co. Ltd to the Pro-Production Ltd
about rejecting the consignment and suggest that accept the consignment if
additional discount is given.

OR

Discuss the various Objectives of Business Communication. [15]

Q:3 Give the detail account on the planning for presentation. [15]

OR

[A] Draft the Sales promotion letter of the product Sensation Television. [08]

[B] Discuss the body language in detail. [07]

Q:4 Write any two short notes: [15]

1. Cycle of Communication
 2. Art of Persuasion
 3. Enquiry Letter
 4. Types of Order Letter
-