AC-1716
B. Sc. (IT) (Sem. II) Examination
April/May – 2015
Business Communication Skills

Time : 3 Hours] [Total Marks : 70

Instruction :

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1. Answer the following: (any two)
   (a.) As the Manager of a bank, draft a memo to an employee who comes regularly late to office.
   (b.) Draft a memo to your subordinate who has misbehaved with the board of directors in the Board Meeting.
   (c.) What is a Memo? Explain its format, structure and importance.

2. Answer the following: (any two)
   (a.) What is meant by information transfer? Explain the different graphic types with its objectives.
   (b.) Represent the following information with the help of relevant graphic and write an Interpretation of the same:

   The total Teaching staff of a college is 300, of which 1/6th are female teachers.

   The teachers who have obtained higher qualifications, higher than post-graduation are just 20% of the total staff. Among them 15 teachers have qualified themselves for M. Phil. and 10 for the Ph. D. degree.
A majority of teachers are permanent and their number is 238. The rest of the teachers are appointed on a temporary basis.

As far as the age is concerned about half of the teachers are middle aged i.e. between 32-45 years. The number of younger teachers i.e. those between 25-30 and older ones i.e. those above 45 is approximately the same. They are 73 and 77 respectively.

(c) Draft an application along with bio-data for the post of a Web Content writer in an I.T. Company.

3 Draft any two:
   (a) You are the staff reporter of The Hindu. Cover the Fashion Show organized by the Institute of Fashion Technology.
   (b) As the Secretary of your College Union you have organized a two day workshop on career guidance for the final year students of your college. Prepare a report for it.
   (c) Draft an E-mail to be sent to a reputed client of your company giving him details about the newly launched software and persuading him to buy the same.
   (d) State and explain the characteristics of a business letter.

4 Attempt any two of the following:
   (a) As the secretary of your College Union, draft a notice, agenda and minutes of a special meeting of the college Union to discuss the participation of your college in the forthcoming University Youth Festival.
   (b) “E-mail Etiquettes play a crucial role in business communication”- Elaborate.
   (c) Draft a letter to the Manufacturer of Office furniture asking him to send the quotation of required items along with the terms and conditions of sales.
   (d) As the Principal of a reputed school, draft a letter to the supplier of books who has not delivered the ordered goods even after the new academic year.
5 Do as directed:
(a) Give one word for:
   1. The original inhabitants of a place.
   2. Agreement of opinion among different groups and parties.
   3. Statement contradictory to commonly accepted opinion.
(b) Give the meanings of the following words and phrases and use them in meaningful sentences:
   1. De-facto
   2. In Memoriam
   3. Lingua Franca.
(c) Give the meanings of the following idioms:
   1. Apple pie order
   2. Pillar to post
   3. Blue Blood
   4. Hand in glove
   5. Labour in love.