



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

Time : 3 Hours]

[Total Marks : 70

Instruction :

<p>नीचे दृशावेव निशानीवाणी विगतो उत्तरवडी पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : B. SC. (IT) (SEM. II)</p> <p>Name of the Subject : BUSINESS COMMUNICATION SKILLS</p> <p>Subject Code No. : 1 7 1 6 Section No. (1, 2,.....): Nil</p>	<p>Seat No. : <input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>
--	--

- 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. 7
 - (b) Draft a memo to your subordinate who has misbehaved with the board of directors in the Board Meeting. 7
 - (c) What is a Memo? Explain its format, structure and importance. 7

- 2 Answer the following : (any two)
 - (a) What is meant by information transfer? Explain the different graphic types with its objectives. 7
 - (b) Represent the following information with the help of relevant graphic and write an Interpretation of the same : 7

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. 7
- 3** Draft any two :
- (a) You are the staff reporter of The Hindu. Cover the Fashion Show organized by the Institute of Fashion Technology. 7
- (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. 7
- (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. 7
- (d) State and explain the characteristics of a business letter. 7
- 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. 7
- (b) "E-mail Etiquettes play a crucial role in business communication"- Elaborate. 7
- (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. 7
- (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. 7

- 5 Do as directed :
- (a) Give one word for : **3**
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 **6**
and use them in meaningful sentences :
1. De-facto
 2. In Memoriam
 3. Lingua Franca.
- (c) Give the meanings of the following idioms : **5**
1. Apple pie order
 2. Pillar to post
 3. Blue Blood
 4. Hand in glove
 5. Labour in love.
-