DDD-1716
B. Sc. (I.T.) (Sem. II) Examination
March / April - 2016
Business Communication Skills

Time : 3 Hours] [Total Marks : 70

Instruction :

1. Answer the following : (any two)
   (a) State the importance, format and structure of a Memo. 7
   (b) As the manager of the bank, draft a memo to an employee who reads newspapers during office hours. 7
   (c) As a project leader, draft a memo to an employee who has leaked out the confidential details of a project. 7

2. Answer the following : (any two)
   (a) Draft an application along with a resume in a reputed I.T. Organization for the post of a Software Developer. 7
   (b) Draft a report on the Annual Function and Prize distribution ceremony held at your Institute. 7
   (c) As the General Secretary of your college union, draft a notice, agenda and minutes of the college union to discuss the participation of your college in the forth coming Tech. Fest. 7

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3 Answer the following: (any two)
   (a) Explain the importance of Professional E-mail writing. State the key E-mail Etiquettes. 7
   (b) As a Project leader, draft an email to the team members assisting them about the project and also informing about the work division. 7
   (c) What is meant by Information transfer? Explain the different graphics with examples. 7

4 Answer the following: (any two)
   (a) What is meant by business letters? Discuss its format and characteristics. 7
   (b) Pulkit Academy Ahmedabad writes a letter to Urkund Technologies Ltd. requesting quotation of different educational CD’s. 7
   (c) Write notes on the use of pie chart and graphs as important tools of information transfer. 7

5 Do as directed:
   (a) Give the meanings of the following phrasal words and construct meaningful sentences. 6
       (i) Bear with
       (ii) Stand out
       (iii) Take for
   (b) Give the meaning of the following idioms:
       (i) Pillar to post
       (ii) Up in arms
       (iii) Hand in glove
       (iv) Face the music
   (c) Give one word for:
       (i) Serving without pay
       (ii) Capable of being clearly read
       (iii) Large band of stars encircling the sky
       (iv) That cannot be endured or tolerated.