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**2504E144**

Candidate's Seat No : \_\_\_\_\_

**IMRS (Rep) Semester-2 Examination**

**IIS\_IMRS\_13**

**Business Communication English**

**Time : 2-30 Hours]**

**April-2024**

**[Max. Marks : 70**

**Instructions:**

1. The figures on the right-hand side indicate marks.
2. Use of calculators is **not Allowed**.

**Q. 1 Write the Following**

1. What are the primary objectives of Effective Communication in Personal and Professional contexts? (07)
2. What is Grapevine Communication? Write Advantages and Disadvantages. (07)

**OR**

1. What are the most Common Barriers to Effective Communication in Personal and Professional contexts? (07)
2. Communication is a Backbone of the Nation. Justify it. (07)

**Q. 2 Write the Following**

1. What does Time Management mean, and what are its main goals for achieving success in our personal and work lives? (07)
2. What are the benefits of Effective Mind and Memory Management for our daily lives? (07)

**OR**

1. How do Motivational Skills contribute to effective leadership and team performance? (07)
2. What is the definition of Commitment, and why is it essential in various aspects of life? (07)

**Q. 3 Write the Following**

1. You have purchased a laptop online from Starlink Computers, Ahmedabad. The laptop delivered to you is in a damaged condition. Write a Complaint Letter to the Customer Care Centre of Starlink Computers and ask for a replacement. (07)
2. Discuss in detail Parts of a Business Letter. (07)

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OR

1. A cultural event was organized at your college in which students from technical colleges all over Gujarat participated. Draft a Report on the same that is to be sent to the Principal. (07)
2. A leading University in your city has sought proposals for setting up a Computer Lab in its campus. As an expert in the field, draft a Proposal to the University's Registrar. (07)

Q. 4 Write the Following

1. A Meeting was organized to plan the annual Technology Festival of your institute. Agenda like a selection of events, getting finance and forming the faculty and student committees were discussed during the meeting. Prepare Minutes of the Meeting (07)
2. You are the Manager of V. V. Electricals Pvt. Ltd. Write a Memo in a proper format to inform the employees about the new rules for security measures. Use the following points and add your own too. (staff I card –compulsory - check on entry/exit- other things, not allowed-no mobile-temporary I card for visitors- locking cabins-no password sharing, an effect from next month etc.) (07)

OR

1. Write a Letter to The Sales Manager, the Doms Stationery Ltd., Gandhi Chawk, Mumba Ordering stationery items (Notebooks, Pads, Pens, Pencils, Erasers, Colours, Drawing Sheets, Scales, A4 size papers). You are the Purchase Supervisor of The Swastik International School, Station Road, Ahmedabad. Write an Order Letter. (07)
2. Write in detail of Electronic types of equipment to be used to make Progressive Business. (07)

Q.5 Attempt any Seven (Out of Twelve) (14)

1. Which of the following is an example of a Prefix?  
(A) –less (C) -ment  
(B) un- (D) –ness
2. Which of the following is an example of Blending?  
(A) Smog (C) Teacher  
(B) Unhappy (D) Disagree
3. What is Derivation in the context of Word Formation?  
(A) Combining two or more existing words to create a new word  
(B) Adding a prefix or suffix to an existing word  
(C) Creating a new word by shortening an existing word or phrase  
(D) Creating a new word by repeating an existing word or part of a word
4. How many parts of a Formal Letter ?

- (A) 5 (C) 8  
(B) 6 (D) 7
5. What are synonyms in the context of Language and Vocabulary?
    - (A) Words with opposite meanings
    - (B) Words with similar or the same meanings
    - (C) Words that sound the same but have different meanings
    - (D) Words that have multiple meanings
  6. Which of the following is an example of a Compound word?
    - (A) Sunflower (sun + flower)
    - (B) Inactive (in- + active)
    - (C) Mankind (man + kind)
    - (D) Singing (sing + -ing)
  7. What is the purpose of Creative Respelling?
    - (A) To improve the accuracy of the original word
    - (B) To simplify complex words for easier understanding
    - (C) To convey a unique meaning or pronunciation of a word
    - (D) To correct grammatical errors in a sentence
  8. Which of the following is a key purpose of a Business Letter?
    - (A) To discuss personal matters
    - (B) To communicate formal information, requests, or proposals
    - (C) To share informal updates among friends
    - (D) To discuss hobbies and interests
  9. What is the correct order of components in a Business letter?
    - (A) Date, Recipient's Address, Salutation, Body, Closing, Sender's Address, Signature
    - (B) Sender's Address, Date, Recipient's Address, Salutation, Body, Closing, Signature
    - (C) Sender's Address, Recipient's Address, Date, Salutation, Body, Closing, Signature
    - (D) Recipient's Address, Sender's Address, Date, Salutation, Body, Closing, Signature
  10. What is the term for the main part of a business letter that contains the message or information to be conveyed?
    - (A) Salutation
    - (B) Body
    - (C) Closing
    - (D) Signature
  11. Which of the following is a common closing for a business letter?
    - (A) Yours sincerely
    - (B) Cheers
    - (C) Yours in friendship
    - (D) Take care
  12. What is the primary goal of an effective Presentation Strategy?
    - (A) To entertain the audience
    - (B) To deliver a clear and engaging message to the audience
    - (C) To showcase the presenter's personal achievements
    - (D) To create a visually appealing slide deck

\*\*\*\*\*END OF PAPER\*\*\*\*\*

