



SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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BUSINESS COMMUNICATION

1. Discuss qualities of good speech in presentation. (15)

OR

1.[A] Explain various audio-visual tools of presentation. (08)

[B]Discuss qualities of good presentation. (07)

2. Write answers of following:(ANY TWO) (20)

[A]Cell phones

[B]E-mail

[C]Video conferencing

[D]Internet

3.Discuss body language in job interview. (15)

OR

3.What is interview? Discuss the role of attitude in interview. (15)

4.[A]Draft a letter as a secretary of any company of your choice offering apologies as reply of complaint regarding misbehavior of your employee. (10)

[B] A customer has failed to pay the dues despite three reminders. Write a letter informing him to make the outstanding payment of bill within a week. (10)

OR

4.[A]Write a sales/promotion letter for any one product of electronics company. (10)

[B] As a secretary of a limited company prepare a report for your Managing Director showing how the efficiency of your office staff might be increased and at what cost.(10)