

2411001102050001
EXAMINATION FEBRUARY-MARCH 2024
B. SC. (I. T.) (M. SC. (I. T.) 5 YEAR INTEGRATED COURSE)
(SECOND SEMESTER) (NEP)
AEC-BUSINESS COMMUNICATION SKILLS IN ENGLISH -
LEVEL 5

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

- 1. 1. Fill up strictly the following details on your answer book**
 - a. Name of the Examination: **B. SC. (I. T.) (M. SC. (I. T.) 5 YEAR INTEGRATED COURSE) (SECOND SEMESTER) (NEP)**
 - b. Name of the Subject: **AEC-BUSINESS COMMUNICATION SKILLS IN ENGLISH - LEVEL 5**
 - c. Subject Code No: **2411001102050001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Draft a conversation on any one of the following

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- A. Draft a meaningful conversation between the team leader and team members regarding the use of an emerging technology for a project.
- B. Draft a meaningful conversation between the web-designer and the client regarding the requirements for a new website.

Q.2 A) Answer the following questions (Any one)

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1. Discuss the five major persuasive strategies in business with examples.
2. Which points will you keep in mind while drafting the web-content. Explain with an example.

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B) Give 3 expressions each:

1. Initiating a group discussion
2. Emphasizing important points in a presentation and summarizing the presentation

Q.3 A) Give the meanings of the following Business idioms and use them in sentences. 5

1. Go the extra mile
2. On the same page
3. Raise the bar

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B) Draft E-Content for the website: (Any 2)

1. Website selling computer accessories
2. Website selling smartphones
3. Website dealing in sale of laptops
