


RAN-2408000603030012
S. Y. B. Com. (Sem.-III) Examination March - 2026
Business and Corporate English : Theory & Practice-III MDC
Time: 2 Hours]
[Total Marks: 50

સૂચના : / Instructions (1) ઉપરોક્ત દેશવિવ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) All questions are compulsory. (3) Figures to right indicate marks.	Seat No.: <table border="1"> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table> Student's Signature						

Q.1 Answer all the following multiple-choice questions. 10

1. _____ is the process through which the development of one's personality takes place.
 A. attitude formation B. heredity
 C. imagination D. socialization
2. A person who is well aware of his traits, feelings, and behavior _____
 A. is a danger to society
 B. cannot be successful
 C. can be an effective communicator
 D. is arrogant and prudish
3. Children acquire their attitudinal tendencies though _____.
 A. traditions B. surroundings
 C. culture D. modeling/observational learning
4. Resume and CV are _____.
 A. synonymous
 B. different in structure and content
 C. summary of a person's education and employment background
 D. both (B) and (C)
5. The term 'curriculum vitae' is derived from _____.
 A. English B. Latin
 C. French D. Russian
6. The purpose of SWOT analysis is _____.
 A. to assess the external business environment in which an organization operates
 B. to compile a list of strength and weaknesses of an organization
 C. to analyse external organizational environment
 D. to analyse the business environment and strategic capability of an organization as compared to its competitors

7. An applicant must use _____ resume/s for different positions.
 - A. the same
 - B. different
 - C. similar
 - D. identical
8. The part of covering letter that identifies the writer of the letter is written below the formal closing is known as the _____.
 - A. signature block
 - B. subject line
 - C. sender's address
 - D. reference
9. Choose the incorrect option:
 - A. The SWOT should be a general list of issues under each heading
 - B. The SWOT should be used in the initial stages of decision-making process.
 - C. The SWOT should focus on key issues and be specific as possible.
 - D. The SWOT should be a part of an overall strategy with regard to a particular context or situation.
- 10 The main feature of complete-block format is _____.
 - A. right alignment
 - B. centre alignment
 - C. left alignment
 - D. hanging indentation

Q.2 A. Define attitude and write a detailed note on its nature. **14**

OR

Q.2 B. What is the SWOT analysis? Discuss the basic elements of SWOT analysis.

Q.3 A. Draft a resume with cover letter for the post of Data Analyst. **14**

OR

Q.3 B. Draft a resume with cover letter for the post of Technical Writer.

Q.4 Write short notes on the following topics. (ANY TWO) **12**

1. Process of drafting an application letter.
2. State the key features of the different types of resume lay outs
3. Reasons of failure in an interview.
4. Definition and purpose of an interview.
