

(A-5) Seat No.: _____

No. of Printed Pages: 02

SARDAR PATEL UNIVERSITY

F.Y BBA (HONS) (HM) & (TTM) EXAMINATION

SEMESTER - I

TUESDAY, 15th NOVEMBER 2016

10:00 A.M. TO 12:00 P.M.

UM01FBBH01

COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT - I

TOTAL MARKS: 60

**Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.**

- Q.1 Answer the following questions: [15]
- 1 Comment on the end of the story "Shroud"?
 - 2 How did Nikolay achieve his goal?
 - 3 How was Sir Mohan Lal treated by Bill and Jim? Do you think it was right? Why?
- OR
- Q.1 Answer the following questions: [15]
- 1 How did Ivan and Nikolay spend their childhood?
 - 2 How did Budhia die?
 - 3 Why was Mason irritated by Pettigrew's behavior?
- Q.2 A What is Business communication? Explain the cycle of communication in detail. [08]
- B Describe the merits, limitations and importance of Horizontal Communication in Business communication. [07]
- OR
- Q.2 A Write about the Socio psychological Barriers to communication. [08]
- B What are the various forms of Oral communication? Discuss the relative merits and limitations of oral communication. [07]
- Q.3 A Write a short note on the Semi Block Form with diagram as an important layout of business letter. [05]
- B Draft a letter to Atithi Overseas Pvt Ltd., asking for a copy of their latest tour plans for Diwali vacation. State that you want to visit hill stations only. Ask for their best price packages for three couples. [10]
- OR
- Q.3 A Write a short note on the difference between two layouts of business letter- Full Block Form and Hanging Indentation Form. [05]
- B Write a letter from Lakme Co. Ltd., giving quotation for the supply of make-up kits. Emphasize in your letter the prompt delivery, best discounts and replacement facilities provided to your customers. [10]

①

(P.T.O.)

Q.4 A Match the words in A with their Antonyms in B [05]

- | A | B |
|-------------|-------------|
| 1. captive | a. fade |
| 2. bent | b. Together |
| 3. blame | c. praise |
| 4. apart | d. straight |
| 5. brighten | e. free |

B Write one word substitution for the following: [05]

- an examination of dead body
- the practice of marrying more than one husband at a time
- a strong desire to return home, home sickness
- animals which give milk
- a hater of womankind

C Write Synonyms of the following: [05]

- circumvent
- confine
- chiefly
- attractive
- almost

OR

Q.4 A Replace the underlined words with their Synonyms given in the bracket: [05]
(hidden, unbiased, modification, polite, inclination)

- It was difficult to convince him as his mind was full of biases.
- Her tutor helped her bring out her latent talents.
- They implemented the plan with some alteration.
- He impressed everyone with his courteous behavior.
- The decision was accepted because it was just.

B Match the words in A with their Antonyms in B [05]

- | A | B |
|----------------|------------|
| 1. transparent | a. wide |
| 2. strict | b. Scarce |
| 3. sober | c. drunk |
| 4. plentiful | d. lenient |
| 5. narrow | e. opaque |

C Write one word substitution for the following: [05]

- a person who looks at the brighter side of things
- one, who has lost parents
- one, who knows everything
- one, who cuts in stones
- murder of oneself

— X —
②