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(75)

SARDAR PATEL UNIVERSITY

F.Y BBA (Hons.) (HM) & (TTM), Semester-I (NC)

Monday, 11th April, 2016

Time: 02:30 p.m. to 04:30 p.m.

UM01FBBH02/T02 – Communication Skills & Personality Development-I

Total Marks: 60

Q.1 (A) Write a detailed note on the meaning and definition of business communication. (08)

(B) Explain the process of communication in detail. (07)

OR

(A) Write a detailed note on the flow of communication. (08)

(B) Describe the levels of communication with examples. (07)

Q.2. A Write a detailed note on any one of the following: (15)

1. Building Confidence

2. Explain the "Stress Management" in detail with examples.

OR

B Write a detailed note on any one of the following: (15)

1. Team Building

2. Time Management

Q.3. ~ Read the paragraph and answer the following questions. (Any three) (15)

There is a story of how an old farmer called his three idle sons around him on his death bed to impart an important secret to them. "My Sons", said he, "great treasure lies hidden in the estate which I am about to leave you". "The old man gasped. "Where is it hidden?" explained the son in a breath. "I am about to tell you", said the old man. "You will have to dig it-" but his breath failed him before he could impart the secret; and he died.

Immediately the sons began to work with a spade and pick axe upon the long neglected fields. They turned up every sod and clod upon the field. They discovered no treasure, but they learned to work; and when the fields were sown, and the harvest came, they reaped a bumper yield. Then it was that they discovered the treasure concealed in the estate, of which their wise father had advised them.

Questions:

1. What was the secret the father was telling his son?

2. Why could he not finish what he wanted to say?

3. What did the sons learned in their search for treasure?

OR

Q.3. Read the paragraph and answer the following questions. (Any three)

The problem of unemployment is one of our major problems. Our development plans as conceived so far have failed to provide adequate solution for it. In fact, today the problem appears to be more serious than ever. At present, the number of employment seekers on the live registers of the various employment exchanges stands at about 4 crore; but in view of the level of efficiency prevailing in government departments, this failure could hardly be reliable. The number of unemployed in our country is far higher than what this figure indicates. One of the most tragic aspects of the problem is that it is not only the uneducated who are facing this problem; even some of the highly qualified people don't have gainful employment.

Unemployment in India is of varying kinds and degrees. A large number of people are completely jobless. They keep knocking about from pillar to post in search of petty jobs, but wherever they go, they are faced with relentless 'no vacancy' boards. In rural areas, farmers have to remain unemployed for one-third of the year. Even otherwise, their working hours being confined to mornings and evenings, they waste the rest of their day in idle gossip. Finally, there are people who, for want of jobs compatible with their talent and caliber, have to accept meager salaried clerical jobs. Since they are not considered to be unemployed, accurate statistics in their case cannot be made available. But their number ought to exceed the number of the unemployed.

Questions:

1. What is the most tragic aspect of the problem of unemployment in India?
2. How are farmers unemployed?
3. Why is it difficult to get accurate statistics of unemployment?

Q.4. (A) Fill in the blanks by using appropriate word given in the bracket. [10]

1. If you engage a professional advertising agency, your sales _____ (go up).
2. In 1990, we _____ (open) two new branches in South India.
3. Mr. Salman called while Katerina _____ (take) lunch.
4. Is your secretary still typing the address? Yes, she _____ (type) them for the last two hours.
5. If I had found the samples satisfactory, I _____ (place) a bulk order.
6. Kindly wait here until Kareena Kapoor _____ (arrive).
7. We _____ (examine) the documents before we mailed them.
8. Look, birds _____ (fly) so swiftly in the sky.
9. What _____ (do) tomorrow morning? Can you join me at breakfast?
10. She _____ (try) all morning to get in touch with the head office.

(B) Change the voice. [05]

1. Manager has already sent your statement of account to your address.
2. Children are playing volleyball in the playground.
3. The committee has passed the resolution anonymously.
4. Plenty of information was given to me at the tourist office.
5. All the boys and girls will go on picnic in the month of December.

OR

Q.4. (A) Fill in the blanks by using appropriate word given in the bracket. (Any ten) [10]

1. If you do not mail the cheque by 10th October, we _____ (send) you a legal notice.
2. How would you feel if I _____ (lose) the job?
3. Each one of them _____ (to be) guilty in that murder case.
4. Rakesh _____ his finger just now. It is still bleeding. (cut)
5. I'm sorry I _____ (misplace) the letter from F.R.Agency.
6. The good _____ before we _____ your letter. (dispatch, receive)
7. If you _____ him with all the necessary details, he will finish the report tomorrow. (provide)
8. I _____ English language since my childhood. (learn)
9. You are requested to switch off your mobile till you _____ your exam. (finish)
10. Mr. Patel _____ in this office for ten years. (work)

(B) Change the voice.

[05]

1. Insurance agent analyzed all the documents carefully.
2. Children were playing cricket on the ground.
3. Ideas should be accurately replicated in the receiver's mind by sender.
4. Our silence also communicates a lot.
5. We have ordered tea and coffee just now.