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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEMESTER - I) NC (CBCS) EXAMINATION
COMMUNICATION SKILLS FOR MANAGEMENT – I
UM01FBB105

Date : Monday 11th APRIL, 2016

Time : 2:30 P. M. to 4:30 P. M.

Total Marks: 60

NOTE: Figures to the right indicate full marks.

Q-1 Answer the following: [15]

- [1] Describe how the young post office clerk treats Mammie.
- [2] What happens when Kitikpa or smallpox hits the market town?
- [3] Describe Malic's first encounter with Ibra at the Trade Union Council office.

OR

Q-1 Answer the following: [15]

- [1] How does Zeinat's attempt to hand over a letter personally to the President fail?
- [2] Describe how the woman writer in Sarah Joseph's story feels smothered and crushed at home.
- [3] Attempt a character sketch of Balthazar.

Q-2 [A] Fill in the blanks with appropriate forms of verbs given in brackets. [05]

- [1] I _____ Cricket every day. [Play]
- [2] _____ you _____ a car yesterday? [Buy]
- [3] Jayesh _____ television when the phone rang. [Watch]
- [4] Jigisha _____ just _____ her lunch. [Take]
- [5] Nilima _____ a new house next month. [Build]

Q-2 [B] Rewrite the following sentences with appropriate Modal Auxiliaries given in brackets. [05]

- [1] _____ God bless you! [May, Must, Can]
- [2] Students _____ obey their teachers. [Shall, Should, Might]
- [3] Paresh _____ easily lift this box. [Can, Must, Ought to]
- [4] How _____ you touch my laptop? [Should, Will, Dare]
- [5] _____ you like a cup of tea? [Would, Might, Need to]

Q-2 [C] Write a Paragraph on: Books are good friends [05]

OR

Q-2 [A] Rewrite the sentences with right forms of the verbs given in the brackets. [05]

- [1] Nikita ____ a novel now. [Read]
[2] Apeksha ____ to Pune tomorrow. [Go]
[3] Ashish knew all about that film because he ____ it twice. [See]
[4] ____ you ____ milk every day? [Drink]
[5] The Children ____ the Museum last Sunday. [Visit]

Q-2 [B] Change the voice. [05]

- [1] I received a letter yesterday.
[2] Shall I open the window?
[3] Nirali is singing a song now.
[4] Rohan has eaten all the biscuits.
[5] The thief had stolen my bag.

Write a Paragraph on: My last day in College

Q-2 [C] [05]

Q-3 [A] Choose the most suitable Synonym of the underlined word and rewrite the sentences. [05]

[Goal, Exactness, Pleasure, Frank, Approve]

- [1] Her accuracy in the work is excellent.
[2] Every person should have an aim in his life.
[3] One should be candid while seeing a doctor.
[4] Everybody wants comfort in life.
[5] The Chief Guest accepted the invitation of the programme.

Fill in the blanks with appropriate Phrasal Verbs given within the brackets making necessary changes.

Q-3 [B] [05]

[Bark out, Average out, Blackouts, Break down, Buzz off]

- [1] In the end the highs and lows of life tend to _____.
[2] The officers expect you to act the moment they _____ the orders.
[3] When Naresh told Roshni the news, she _____.

- [4] Andrew suffers from _____ and isn't allowed to drive.
- [5] I have got some stuff to do at home so I am going to _____ now.

Q-3 [C] Rewrite the following sentences selecting the correct Antonym from the brackets.

[05]

[Dull, Rough, Easy, Lethargic, Temporary]

- [1] Manisha is a permanent employee of the company.
- [2] It is difficult for Suresh Raina to score a century every time.
- [3] Shahid Kapur is an energetic person.
- [4] You should be gentle in your behaviour with women.
- [5] Bhoomi is an intelligent girl of the class.

OR

Q-3 [A] Select the appropriate meanings of the underlined Idioms from the options given and rewrite the sentences.

[05]

- [1] Roshni is in deep water and needs your help. That's why she comes here to work.
- [A] In great difficulties [B] In great joy
- [C] By majority [D] In a good time
- [2] Don't lose patience; things will improve by and by.
- [A] lack of importance [B] Gradually
- [C] Ordinary person [D] Ambiguous information
- [3] I hope you will come off with flying colours in your interview.
- [A] To be looser [B] To be victorious
- [C] To Regret [D] None of the above
- [4] The office environment is so congenial that the employees feel perfectly at home there.
- [A] to feel comfortable [B] feel uncomfortable
- [C] to feel disgusting [D] Uneasiness
- [5] Naresh is completely at sea with this new system of filing the income-tax returns.
- [A] Relax [B] Confused
- [C] Easy [D] Annoyed

Q-3 [B] Give one word substitutes of the following and rewrite it with appropriate answer. [05]

[1] One who looks at the bright side of things

[A] Pessimist [B] Optimist [C] Volunteer [D] Omnipotent

[2] One who believes in God

[A] Theist [B] Bankrupt [C] Atheist [D] Cannibal

[3] The study of human mind

[A] Botany [B] Zoology [C] Psychology [D] Orology

[4] A Place where dead bodies are kept for identification

[A] Morgue [B] Postmortem [C] Botany [D] Epitaph

[5] A Woman whose husband is dead

[A] Misogynist [B] Widow [C] Elegy [D] Affidavit

Q-3 [C] Make Suffixes by using the correct forms of the words given in brackets. [05]

[1] The Boss accepted her_____. [Resign]

[2] This_____ should reach to everyone's home through our channel. [Cover]

[3] _____ should be compulsory in every college. [Attend]

[4] At the end of the match, India was declared as_____ of the tournament. [Win]

**It is_____ that Policemen should serve the country. [Desire]
[5]**

Q-4 [A] Describe attributes of Communication in detail. [10]

Q-4 [B] Write a note on the importance of External Communication in Business. [05]

OR

Q-4 [A] Discuss the Process of Communication with a suitable diagram. [15]

All the Best