

(37A) Seat No.: _____

No. of Printed Pages : 2
No. of Pages: 02

Sardar Patel University

B.A. (ADVANCED): SEM -VI (CBCS)

UA06CEEN04: The Study of Discourse

28/03/2017, Tuesday Time: 02:00 P.M to 04:00 P.M

Total Marks: 60

Q 1. Attempt the Following Multiple Choice Questions.

15 marks

1. _____ are narrative species of folk songs.
a. Ode b. Ballad c. Myth d. Sonnet
2. The purposeful re-use of words and phrases for an effect means _____.
a. Alliteration b. Consonance c. Assonance d. Repetition
3. Taking over of words from other languages is known as _____.
a. Etymology b. Compounding c. Borrowing d. Blending
4. Use of word "cab" instead of "cabriolet" is an example of _____.
a. Compounding b. Clipping c. Blending d. Conversion
5. Acronyms means new words formed from _____.
a. Initial letters of a set of other words b. Few letters of a set of other words
c. Important letters of a set of other words d. Consonants of a set of other words
6. The word "fast-food" is an example of _____.
a. Blending b. Clipping c. Compounding d. All of these
7. Which of the following is not an example of blending?
a. Textbook b. Bit c. Motel d. Spanglish
8. When a longer word is reduced to a single syllable and *ie* or *y* has been added at the end of that syllable is known as _____.
a. Compounding b. hypocorisms c. Blending d. None of these
9. When one form of word (Written or spoken) has two or more unrelated meanings they can be called _____.
a. Paradox b. Prototype c. Word Play d. Homonym
10. The word "table" tends the word "chair" to most of the people is an example of _____.
a. Metonymy b. Collocation c. Match Words d. Division
11. Variations in use of language due to different situations and functions can be called _____ in terms of linguistic.
a. Received Pronunciation b. Regional Dialect c. Register d. Prototype
12. In _____ seventeen syllables ordered into three lines of five, seven and five syllable.
a. Ode b. Haiku c. Hubris d. All of these
13. Ballad stanza means _____.
a. the last stanza of ballad b. The first stanza of ballad
c. The most common stanza of ballad d. The important stanza of ballad
14. _____ is the study of social interaction. This can encompass both verbal language and non-verbal language such as body language.
a. Conversation Analysis b. Structure Analysis c. Both a and b d. Stylistics

15. 'Critical Discourse Analysis' is a sub discipline of _____.

- a. Structuralism b. Interaction Analysis c. Discourse Analysis d. Stylistics

Q.2. What is Discourse Analysis? Discuss in detail the types of Discourse Analysis.

OR

15 marks

Q.2. Elaborate the word formation processes like Coinage, Borrowing, Compounding, Blending and Acronyms.

Q.3. Comment on the following with appropriate examples.

- a) Hyponymy b) Prototype c) Polysemy d) Mtonymy e) Collocation

OR

15 marks

Q.3. How Language Discourse affect Media? Elaborate every aspect you have studied.

Q.4. Attempt ANY TWO short notes.

15 Marks

- 1) Homophones and Homonyms
- 2) Register and Style
- 3) Metaphor and Simile
- 4) Ode and Sonnet

— X —

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SARDAR PATEL UNIVERSITY

BA (ADVANCED) (SIXTH SEMESTER) MARCH/APRIL: 2017

DAY, DATE: FRIDAY, MARCH 31, 2017

UA06CEJM05: Understanding Cinema

TIME: 02.00PM TO 04.00PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (MCQs)

15

1. Who has made first news reel in 1901 in India?
a. Dada Falke b. Harish Bhatavdekar c. Mrinal Sen d. Lumiere Brothers
2. Name the first Indian film which was made in collaboration with Italy
a. Nal Damyanti b. Raja Harishchandra c. Alam Ara d. Jhansi Ki Rani
3. Name the first Tamil talkies directed by HM Reddy in 1931
a. Tukaram b. Eknath c. Kalidas d. Acchut Kanya
4. Name the Hollywood film first shot in Cinema Scope
a. The Apartment b. The Robe c. Vertigo d. Notorious
5. What did Claude Chabrol, Jacques Rivette, and Francois Truffaut have in common?
**a. First three makers after Lumiere bros.
b. Italian Neo Realism directors
c. French New Wave directors' d. Makers of Noir cinema**
6. What is the name of the kind-hearted Chinese man in the film Broken Blossoms?
a. ChhenHuin b. Cheng Huan c. Chen Huan d. ChenkHuon
7. Breathless, Miracle in Milan, The Bicycle Thieves, Obsession- find the odd one out
a. Breathless b. Miracle in Milan c. The Bicycle Thieves d. Obsession
8. POV, OTS, ECU, Dutch- Find the odd one out
a. POV b. OTS c. ECU d. Dutch
9. Screenplay for 'Memento' has been penned by its director
a. True b. False

(P.T.O.)

10. Who won of Best Supporting Actor Award in 89th Academy Awards?
a. Damien Chazelle b. Casey Affleck c. Mahershala Ali d. Barry Jenkins
11. Who has directed the film "Do Bigha Zameen"?
a. Satyajit Ray b. Mrinal Sen c. Bimal Roy d. Dhirendra Gaunguly
12. Which film was made in the year 1915 to commemorate 50th anniversary of the end of Civil war in America?
a. The Birth of a Nation c. Intolerance
b. The Big Parade d. Broken Blossoms
13. Which studio introduced **Vita phone** process with pre-recorded musical sound track?
a. Warner Brother's c. First National Pictures
b. Universal d. 20th Century Fox
14. The **dissolve** is a technique where one take fades into another, usually marking the end of one scene and the beginning of the next.
a. True b. False
15. Montage could be created through the cut rather than the mise-en-scene.
a. True b. False

Q: 2 What do you mean by Neo-noir films? Discuss some recent Neo-noir films in Indian Panorama **15**

OR

Q: 2 Describe the differences between script and screenplay citing necessary examples **15**

Q: 3 "The Goddess and the nation" : Map the 'Mother India' **15**

OR

Q: 3 Explain studio system in Indian Cinema **15**

Q: 4 Write Short notes (Attempt Any Two) 15

1 180 degree camera axis 2. Mise-en-scene 3. Storyboarding

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SARDAR PATEL UNIVERSITY
T.Y.B.A. (ADVANCED) (SIXTH SEMESTER) (CBCS) EXAMINATION 2017

Thursday, 30th March, 2017

Time: 2.00 to 4.00 p.m.

UA06CEPS03: Health Psychology -II

Total Marks: 60

Note: All questions are compulsory.

Q.1. Multiple Choice Questions (Each carry one mark)

15 Marks

1. In which stage of the general adaptation syndrome is resistance to stress lowered?
a) The resistance stage b) The exhaustion stage
c) The alarm stage d) The defensive stage
2. Studies have found that _____ beliefs about the self and the future are associated with the onset of AIDS in individuals with HIV.
a) Positive b) Negative c) Neutral d) None
3. The fight-or-flight response
a) Is never adaptive.
b) Involves arousal of the parasympathetic nervous system and the endocrine system.
c) Involves arousal of the sympathetic nervous system and the endocrine system.
d) Is subject to large individual differences.
4. The body's natural tendency to maintain a state of internal balance or equilibrium is called:
a) Arousal b) Opponent process c) Homeostasis d) Instinct
5. AIDS impairs the body's immune system by destroying or disabling the immune cells called
a) T-4 helper cells b) B-cells c) DNA d) A & B both
6. Which of these is a stage in the Stages of Change Model?
a) Contemplation b) Study c) Deliberation d) Meditation
7. A health psychologist would agree with all of the following except
a) The functioning of the body is linked to psychological factors.
b) Health psychologists seek to promote healthy life-styles.
c) Stress is less of a factor in health psychology than it was a few years ago.
d) Our patterns of behavior have direct impact on our health.
8. Cancer patients showed increases in immune system functioning after
a) They were questioned about life events
b) Stress management treatment
c) The general adaptation syndrome began
d) They were taught repressor coping styles
9. Unsuccessful married life is an example of
a) Acute Stress b) Chronic Stress c) Neither A nor B

10. Each of the following is an effective method of coping with stress except

- a) Removing stress
- b) Cognitive coping
- c) Defense mechanisms
- d) Managing stress reactions

11. Human beings need to consume a variety of foods in order to have a balanced diet and yet show fear and avoidance of novel foodstuff called

- a) Food intake
- b) Neophobia
- c) Ingestion
- d) Food scares

12. When we say we want to "lose weight" we really should be saying we want to lose

- a) Bone
- b) Fat
- c) Muscle
- d) Water

13. The term neoplasm specifically refers to

- a) Abnormal cell growth
- b) Cancerous cell growth
- c) Benign cell growth
- d) Malignant cell growth

14. Interventions for alcohol abuse

- a) Concentrate on biology and physiology
- b) Focus on individual or psychological aspects of the problem
- c) Focus on family and relational aspects
- d) Take a multivariate approach

15. Psychological aspects of chronic illness include

- a) Damage to self-esteem
- b) Shame
- c) Depression
- d) All of the above

Q.2 Describe developmental model of eating behavior.

15 Marks

Or

Q.2. Discuss stages of substance abuse in detail.

Q.3. Illustrate role of psychology in Hiv/Aids and Cancer.

15 Marks

Or

Q.3. What is acute and chronic stress? Explain effects of stress.

Q.4 Write Short Notes (any two)

15 Marks

1. Coping with stress
2. How does diet affect health?
3. HIV/Aids
4. Addiction

— X —

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SARDAR PATEL UNIVERSITY

B.A.(ADVANCED) SEMESTER – VI (CBCS)

(UA06EEEN01) READING AND UNDERSTANDING POSTMODERN LITERATURE

SATURDAY, APRIL 1, 2017

TIME: 02:00 PM TO 04:00 PM

TOTAL MARKS: 60

Q:1 Choose the correct option from the multiple choice questions. (Each Question Carries One Mark) [15]

01. Who is the writer of *A History of the World in 10^{1/2} Chapters*?
(A) Gabriel Garcia Marquez (B) Julian Barnes (C) Patricia Waugh (D) Harold Pinter
02. Who has coined the literary term 'intertextuality' in the year 1966?
(A) Julia Kristeva (B) William Irwin (C) Robert Coover (D) Richard Nixon
03. Which literary term was coined by Canadian literary theorist, Linda Hutcheon?
(A) Pastiche (B) Metafiction (C) Historiographic Metafiction (D) Temporal Distortion
04. Which literary work of Julian Barnes was awarded with Man Booker Prize for Fiction in 2011?
(A) *Flaubert's Parrot* (B) *Through the Window* (C) *Metroland* (D) *The Sense of an Ending*
05. Who is Denson in the second act of *No Man's Land* by Harold Pinter?
(A) Briggs (B) Spooner (C) Foster (D) Hirst
06. Which award Julian Barnes was received for European Literature in 2004?
(A) Booker Prize (B) Australian State Prize (C) Noble Prize (D) David Cohen Prize
07. How much time remain for the death of Onesimo Sanchez in *Death Constant Beyond Love* by Marquez?
(A) Six months and Seven days (B) Eleven days (C) Six months (D) Six months and Eleven days
08. According to Spooner who is a man of honour in the *No Man's Land*?
(A) Charles (B) Lord Lancer (C) Jack (D) Denson
09. Who is the author of *Feminine Fiction: Revisiting Postmodern*?
(A) Julia Barnes (B) Harold Pinter (C) Patricia Waugh (D) Gabriel Garcia Marquez

(P.T.O.)

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10. Which literary work is not an example for 'Metafiction'?

(A) *Wide Sea* (B) *Don Quixote* (C) *More Bears* (D) *Oracle Night*

11. Who is the character in his thirties in *No Man's Land* by Harold Pinter?

(A) Foster (B) Briggs (C) Spooner (D) Hirst

12. Which award Julian Barnes was received for Literature in 2011?

(A) Nobel Prize (B) Australian State Prize (C) Man Booker Prize (D) David Cohen Prize

13. Which literary characteristic of postmodernism allow the author to jump forward or backward in time?

(A) Magical Realism (B) Paranoia (C) Temporal distortion (D) Paranoia

14. In which year Harold Pinter was awarded the Noble Prize in literature?

(A) 2004 (B) 2005 (C) 2006 (D) 2007

15. Which literary work is not written by Gabriel Garcia Marquez?

(A) *Metroland* (B) *Leaf Storm* (C) *One Hundred Years of Solitude* (D) *Love in the Time of Cholera*

Q:2 (A) Discuss the various characteristics of postmodernism. [15]

OR

Q:2 (B) Critically examine the story of *Death Constant Beyond Love* by Gabriel Garcia Marquez. [15]

Q:3 (A) Critically evaluate *A History of the World in 10^{1/2} Chapters* by Julian Barnes. [15]

OR

Q:3 (B) Discuss *No Man's Land* is about the territorial displacement, duality of human psyche, [15]
friendship threatened by sexuality, emptiness and desolation, confrontation with outside world
and betrayal with others as well as one self.

Q:4 Write any two Short notes. [15]

1. *The Handsomest drowned Man in the World*

2. Hirst

3. Opening of the novel *A History of the World in 10^{1/2} Chapters*

4. Opening scene of *No Man's Land*.

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Sardar Patel University

B.A. (ADVANCED): SEM -VI (CBCS)

UA06EEEN02: Literary Theories and Criticism

03/04/2017, Monday Time: 02:00 P.M to 04:00 P.M

Total Marks: 60

Q.1. Attempt the Following Multiple Choice Questions.

15 marks

1. Marx's dialectic is _____.
a) Based on ideas b) Idealistic c) Materialistic d) Humanistic
2. _____ Feminist theories examine how gender is socially constructed, rather than natural, innate or essential.
a) Postcolonial b) Poststructuralist c) Materialistic d) Victorian
3. _____ pointed out that the entry into the Symbolic Order, the structure of language, is different for boys and girls.
a) Lacan b) Saussure c) Susan Gubar d) Gilbert
4. Like all signifier-signified connections, relationship of 'gender' is _____.
a) Logical b) Ideal c) Systematic d) arbitrary
5. In _____ philosophical concept, Marx describes how the worker under a capitalist mode of production becomes estranged from himself, from his work, and from other workers.
a) Materialism b) Theory of Value c) Alienation d) Fetishism
6. The word (written or spoken) "Table" is _____.
a) Signifier b) Image c) Concept d) Signified
7. The sound image is _____ and the concept is _____.
a) Signified, Signifier b) Signifier, Signified c) Signified, Sign d) Sign, Signifier
8. The _____ of any sign is found in the association created between the sound image and the concept.
a) Structure b) Unit c) Meaning d) Signified
9. _____ exists in time and time can be measured as linear.
a) Image b) Concept c) Units d) Signifier
10. According to _____ one signifier in a system has value because it is not any of the other signifiers in the system.
a) Levi-Strauss b) Saussure c) Gilbert d) Lacan
11. *The Elementary Structure of Kinship* is written by _____.
a) Leon Trotsky b) Hegel c) Levi-Strauss d) Engels
12. Marx and Engels, in their *The German Ideology* have critiqued _____.
a) Lacan b) Foucault c) Hegel d) Bakhtin
13. Marx defines a _____ as an external object that satisfies wants or needs and distinguishes between two different kinds of value that can be attributed to it.
a) Commodity b) Value c) labour d) Production

14. The words "féminisme" and "féminist" first appeared in _____ and the _____ in 1872.
a) England, India b) France, Netherland c) France, America d) India, France
15. _____ means the one who own the means production and distribution.
a) Wage-earning b) Proletariat c) Bourgeoisie d) None of these

Q.2. Expound the statement "Gender is a cultural universal" in the light of Feminism.

OR

15 Marks

Q.2. What is Marxism? Define in detail the Marxist Criticism.

Q.3. Elaborate Structuralism as discussed by Ferdinand De Saussure especially in context with Language.

OR

15 Marks

Q.3. How Levi-Strauss responded to the question "Why are so many myths from so many different cultures so much alike?"

Q.4. Attempt ANY TWO Short notes.

15 Marks

1. Four Kinds of "Alienation" by Marx
2. Arbitrary Relationship between Signifier and Signified
3. Central Issues of Postcolonial Studies
4. Gender- an Arbitrary Thought

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SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER -VI (CBCS) (REG.), March 2017

UA06EEJM02: Media Planning and BuyingDate: 03-04-2017
Time: 2 pm to 4 pmDay: Monday
Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)

15 Marks

1) KFC recently launched a wide variety of vegetarian items on its menu. This will be called Paradigmatic and Process Innovation.			
A] True		B] False	
2) Match the following terms with their definition.			
i) Media mix	P) Concept of aligning communication activity to coincide with peak times		
ii) Coverage	Q) Decision to have a certain message seen/ heard		
iii) Scheduling	R) Combination of channels to meet market objectives		
iv) Reach	S) Level of exposure of media to target market		
A] i) R)	B] i) R)	C] i) R)	D] i) R)
ii) S)	ii) P)	ii) Q)	ii) P)
iii) P)	iii) S)	iii) S)	iii) Q)
iv) Q)	iv) Q)	iv) P)	iv) S)
3) Media mix is employed at the stage of advertising.			
A] True		B] False	
4) Ideally, media mix doesn't include BTL and relies heavily on ATL.			
A] True		B] False	
5) Match the following categories to innovation processes.			
i) Gujarat Samachar coming up with GSTV	P) Process innovation		
ii) McDonalds including couples, siblings, etc. in ads	Q) Product innovation		
iii) Maggi bouncing back after the ban	R) Paradigmatic innovation		
iv) More focus on newspaper's services online	S) Position innovation		
A] i) R)	B] i) R)	C] i) Q)	D] i) Q)
ii) S)	ii) S)	ii) P)	ii) P)
iii) Q)	iii) P)	iii) R)	iii) S)
iv) P)	iv) Q)	iv) S)	iv) R)
6) AAP promoting its party campaign through moving vehicles cannot be considered 'using mass media' for promotion.			
A] True		B] False	
7) Consider the following and answer:			
i) Prime time ad on Sony TV, SMS, Blogs			
ii) Call in show in 98.3FM, Flyer, YouTube Channel			
iii) Stall in DMart, Flyer at AV Road, Promotional Merchandise			
Out of the above three combinations, only (i) is a misfit			
A] True		B] False	
8) Reach=Access			
A] True		B] False	
9) USP, TRP, Readership-only two of these three factors are considered for media research .			
A] True		B] False	

10) The audience of a particular program or station at a specific period of time expressed as a percent of the audience population is called Rating.	
A) True	B) False
11) Effect of increased sales on other marketing costs is not considered during budget setting.	
A) True	B) False
12) The more focused and segmented the target group, the less budget it would require.	
A) True	B) False
13) A new Noodles brand will have to spend relatively more on marketing compared to that of big players like Maggi, Yippee, Chings, etc.	
A) True	B) False
14) SMS, Posters, Merchandise, Pamphlets- None is odd one out.	
A) True	B) False
15) ABC monitors the count of how many copies of a particular publication are distributed.	
A) True	B) False

Q2: (I) Explain media budgeting and different stages involved while budgeting for media.	15
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OR

<p>Q2: (II) Consider the following scheme:</p> <ul style="list-style-type: none"> Indian Government will provide a sanitary kit along with an incinerator (to dispose sanitary pads off) to anyone in the country who applies for it before 30th April 2017 Applications need to be made through the civil governing body Only one application can be made by one family by means of Aadhar Card of any one member of the family Against every application, the government will also deposit an amount of 5000Rs. In the applicant's account directly <p>Design a media plan for the above hypothetical campaign, considering all the other details necessary to boost such a drive.</p>	15
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<p>Q3: (I) Design a media mix for the launch of a new game show on Colors channel with Deepika Padukone as the host. The final prize money for the show is 20crore Rs. The overall budget for marketing by the channel is 50crore Rs.</p> <p><i>P.S. It's the first time ever on Indian TV that an actress, that too of such stature, is hosting a game show</i></p>	15
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OR

<p>Q3: (II) Design a media plan for Vodafone-Idea merger. You work as the Creative Head in one of the biggest media planning agencies in India. The budget given to you is Rs. 15crore for a period of 1month, during which the company wishes to fully establish the two companies as one</p>	15
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<p>Q4: Write short notes on <u>any two</u> of the following</p> <ol style="list-style-type: none"> Media Planning followed by Advertising Reach, Access, and Frequency Media Strategies 	15
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SARDAR PATEL UNIVERSITY

BA (ADVANCED) (SIXTH SEMESTER) APRIL: 2017

DAY, DATE: WEDNESDAY, APRIL 17, 2017

UA06EEJM03: Media Laws and Ethics

TIME: 02.00PM TO 04.00PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (MCQs)

15

1. When "Prasar Bharti Act" was introduced?
a. July 1989 b. November 1989 c. December 1989 d. January 1990
2. When the IT Act, 2000 came into implementation?
**a. 15th August 2000 b. 26th January 2000
c. 17th October, 2000 d. 2nd October, 2000**
3. Name the term which refers to e-mail that appears to have originated from one source, but which was actually sent from another.
**a. E-mail bombing b. E-mail hijacking
c. E-mail spoofing d. None of these**
4. CRAT stands for Cyber Regulations Appellate Tribunal
a. True b. False
5. 'The MacBride Report states that all journalists have responsibilities to their own convictions, but equally important are their responsibilities to the public'- This statement is,
a. True b. False
6. Which act was set up to establish a Press Council for the purpose of preserving the freedom of the press and of maintaining and improving the standards of newspaper and news agencies in India.
**a. The Press Council Act
b. The Vernacular Press Act
c. The Press and Registration of Books Act
d. The Newspapers Act**
7. The first ombudsman was appointed in _____ in Sweden to handle citizens' complaints about the government.
a. 1908 b. 1809 c. 1900 d. 1800
8. Ombudsmen is a
**a. Greek word in origin
b. Latin word in origin
c. Scandinavian word in origin
d. None of these**
9. When was the World Intellectual Property Organization (WIPO) established?
a. 1923 b. 1967 c. 1976 d. 1965

10. The term of patent is ____ years from the date of filling for all types of inventions
a. 60 b. 30 c. 50 d. 20
11. Who was bundled out of Calcutta and sent to Europe for threatening to publish a manuscript which has the potential damage to the reputation of the then British rulers in 1776?
a. John Adams b. James Hicky c. Lord Wellesley d. William Bolts
12. Who introduced licensing of press in 1823?
a. John Adams b. James Hicky c. Lord Wellesley d. William Bolts
13. Who is considered as a Champion of "Free Press" in India?
a. Lord William Bentinck b. Lord Metcalfe
c. Lord Wellesley d. Sir James Silk Buckingham
14. Which Press law promulgated by the British regime was also known as Black law?
a. Newspapers Act b. Official Secrets Act
c. Vernacular Press Act d. None of these
15. While Article 19 (1) of the Constitution of India ensures freedom of speech, Article 19 (2) puts restrictions on freedom of speech and expression in those cases where there is danger to public security involved.
a. True b. False

Q: 2 What is Defamation? Discuss Arun Jaitley's Criminal Defamation case against Arvind Kejriwal **15**

OR

Q: 2 Define Contempt of Court and discuss the curious case of Justice Karnan **15**

Q: 3 Explain Intellectual Property Rights Act by discussing "Apple Inc. V/s Samsung Group" case study **15**

OR

Q: 3 What is Official Secrets Act? Discuss "Oil Ministry Espionage" Case wherein documents recovered from the five corporate executives, arrested in connection with Petroleum Ministry leak case, are related to "national security aspect" in 2015 **15**

Q: 4 Short Notes (Attempt any two) 15

- History of Media Law in India
- Prasar Bharti Act, 1990
- Press Codes

Sardar Patel University**BA (Adv), Semester -6, CBCS External Examination March /April 2017****Paper: Event Management, UA06EEJM05****Date: 01/04/2017****Day: Saturday****Total marks: 60****Time: 02:00pm to 04:00p****Q1. Please answer the multiple choice questions below: (Each carry one marks)****A. True or False**

1. There are many laws regarding the conduct of events.
2. They should not be back-up equipment for avoiding chaos.
3. Event management offer Integrated Marketing Solutions like creating memorable moments.
4. In event management time management is not so important.
5. Event manager should prepare a check-list for Tick-Marking.

B. Match the Columns**Section 'A'**

1. Leisure events
2. Cultural events
3. Personal events
4. Organizational events
5. Social events

Section 'B'

- (a) Ganesh-utsav, Gandhi or Shiv-jayanti
- (b) Leisure sport, music, recreation
- (c) Commercial, political, charitable, sales
- (d) Weddings, birthdays, anniversaries
- (e) Ceremonial, religious, art, heritage, etc.

1. Event staff who works for no pay is called:

- (a) Casual staff (b) Volunteer staff (c) Part-time staff (d) Event staff

2. Ensuring that local community stakeholders are supportive of the event is important because:

- (a) It helps the smooth running of the event
- (b) It is a legal requirement
- (c) It helps to attract local participants
- (d) It discourages participants from outside of the community

3. It is advisable that the Event Director:

- (a) Is solely responsible for making important decisions about the event
- (b) Consults with stakeholders before making important decisions about the event
- (c) Leaves import decisions about the event to stakeholders
- (d) Forms a committee to make decisions about the event

4. Which of the following is not a function of the event organizing committee?

- (a) Provide advice to the event director
- (b) Take a share of the tasks involved in organizing of the event
- (c) Develop the event management plan
- (d) Share in the process for making important decisions about the event

5. Which of the following should be developed first:

- (a) The events marketing strategy
- (b) Sponsorship proposals for the event
- (c) Event plan
- (d) A work breakdown structure

Q2	Make a complete plan for any one of the following Event which you like 1. Exhibition of electronic products 2. Meeting of an AGM organization	15 marks
	Or	
Q2	What types of back-up are required while organizing Events?	15 marks
Q3	What are the legal and statutory aspects required in event management? Write in brief	15 marks
	Or	
Q3	Discussed in details the following: • What are the duties and responsibilities of event supervisor? • How to supervise the events with supporting staff?	15 marks
Q4	WRITE SHORTS NOTES ANY 2	15 marks
	1) Write 2 hours MOM between client and agency	
	2) write about negotiation skills with vendors, celebrity, etc....	
	3) how to use media for social event	

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Sardar Patel University

TYBA (Advanced): SEM-VI (CBCS) (REG. & NC)

UA06EEEN03 – Introduction to English Language Teaching-II

Wednesday, April 17, 2017, Time: 02:00 pm to 004:00 pm

Marks: 60

Q 1. Attempt the Following Multiple Choice Questions.

15 Marks

1. The Grammar-Translation method began in _____.
a. Germany b. Prussia c. England d. France
2. The earliest Grammar-Translation course was written in _____ by Johann Christian Fick.
a. 1793 b. 1794 c. 1795 d. 1796
3. _____ method followed the belief that learning to speak a new language is not a rational but an intuitive process for which human beings have a natural capacity provided that the proper conditions exist.
a. Grammar-Translation b. Audiolingual c. Direct d. Reading
4. _____ is the most famous advocate of the Natural Method.
a. Lambert Sauveur b. Johann Fick c. D.A. Wilkins d. Maximilian Berlitz
5. There were _____ editions of *Introductory Grammar*.
a. Eight b. Nine c. Ten d. Eleven
6. In the _____ person point of view, one of the story's characters serves as a narrator.
a. First Person b. Second Person c. Third Person d. Omniscient Third Person
7. In the _____ person narrative, the narrator knows or reveals nothing about the character's internal thoughts, feelings and motivations.
a. Objective First Person b. Objective Third Person
c. Objective Second Person d. Omniscient Third Person
8. "*Without methods, without a book, without grammar or rules, without a whip and without tears, I had learned a Latin as proper as that of my schoolmaster*". Who among the following said the above statement?
a. Chomsky b. Montaigne c. D.A. Wilkins d. Johann Fick
9. Until the middle of the 19th century, _____ was a greater international language.
a. English b. French c. Greek d. Spanish
10. "*A world- language would be no language at all – at least to poets it would be no language at all*". Who among the following said the above statement?
a. Sethna b. Raine c. Gupta d. Prator
11. In the _____ person narrative, the narrator knows and at least partially reveals the internal thoughts, feelings and motivations.
a. First Person b. Second Person c. Third Person d. Omniscient Third Person
12. _____ is a term frequently heard and discussed among educational technologists today.
a. Direct Method b. Multimedia c. Grammar-Translation d. Reading Method

13. Grammar-Translation method was the offspring of _____ scholarship.
a. Spanish b. German c. French d. Dutch
14. British linguist, _____, proposed a functional or communicative definition of language that could serve as a basis for developing communicative syllabus for language teaching.
a. Chomsky b. Montaigne c. D.A.Wilkins d. Johann Fick
15. According to _____ the goal of language teaching is to develop “communicative competence”.
a. Chomsky b. Montaigne c. Hymes d. Applebee

Q.2. What is Point of View? Discuss various types of Point of View.

OR

15 marks

Q.2. Discuss in detail the advantages and practical disadvantages of Multimedia.

Q. 3. Define Multimedia. Explain the need for developing Multimedia courseware.

OR

15 marks

Q.3. Discuss in detail English as a Global language.

Q.4. Attempt ANY TWO short notes.

15 marks

- 1) Use of Multimedia in Educational setting.
- 2) Teaching Narration.
- 3) Direct Method.

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SEAT No. _____

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY

B.A. Advance (Semester – VI) (CBCS) Examination

Saturday, 1st April, 2017

Time : 02:00 p.m. to 04:00 p.m.

Subject : Political Science

Sub Code: UA06EEPL01

Subject Title : Modern Western Political Thought - II

Total Marks-60

Q.1 Multiple Choice questions :

15 Marks

1. _____ is what Hegel calls the repeating pattern of development that history embodies.
(a) Panthetism (b) Panentheism (c) Dialectic (d) Epistemology
2. According to Marx, three features of worker's lives in capitalist societies are _____.
(a) Alienation, obscurity and depression (b) Oppression, depression and exploitation
(c) Obscurity, oppression and exploitation (d) Alienation, oppression and exploitation
3. According to Marx, capitalism _____.
(a) Establishes a middle class (b) Elevates the lower class
(c) Exploits the lower class (d) Undermines the upper class
4. According to whom Family is the thesis, civil society is its antithesis and state is the synthesis.
(a) George Wilhelm Friedrich Hegel (b) Immanuel Kant (c) Karl Marx (d) None of the above
5. Who said this "If all mankind minus one, were of one opinion, and only one person of the contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind."
(a) Immanuel Kant (b) Karl Marx (c) Graham Wallas (d) J.S. Mill
6. Kant believed that a political-legal order could be just, only if it pays homage to _____.
(a) Morality (b) Freedom (c) Rights (d) Liberty
7. _____ is an account given by numerous political philosophers relating to political institutions, political events, and political activities, their evolution and their growth.
(a) Political Philosophy (b) Political Theory (c) Political Thought (d) Political Science
8. Whose political theory emphasised the necessity of treating every single person as an end in itself?
(a) Immanuel Kant (b) Karl Marx (c) Charles Fourier (d) None of the above
9. Who among the following wrote "The Subjection of Women"?
(a) Immanuel Kant (b) Karl Marx (c) J.S. Mill (d) None of the above
10. In which year the Communist Manifesto was published?
(a) 1849 (b) 1858 (c) 1848 (d) None of the above

1

(P.T.O.)

11. From whom did Karl Marx borrow the conception of "historical materialism"?

- (a) G.W.F. Hegel (b) J.S. Mill (c) Immanuel Kant (d) None of the above

12. Who wrote Contributions to a Critique of Political Economy?

- (a) Karl Marx (b) Immanuel Kant (c) G.W.F. Hegel (d) None of the above

13. Who wrote "Philosophy of Mind"?

- (a) Karl Marx (b) G.W.F. Hegel (c) Immanuel Kant (d) None of the above

14. According to _____, the ultimate reality is 'Reason' or 'Spirit', but not 'matter'.

- (a) Immanuel Kant (b) Karl Marx (c) G.W.F. Hegel (d) None of the above

15. According to whom the freedom which individual gets is a gift of state?

- (a) G.W.F. Hegel (b) Immanuel Kant (c) Charles Fourier (d) None of the above

Q.2 Critically evaluate Kant's conception of politics.

Or

15 Marks

Q.2 Write a note on J.S. Mill's views on liberty

Q.3 Elucidate Hegel's conception of morality and ethical life.

Or

15 Marks

Q.3 Write a detailed note on Marx's doctrine of class struggle.

Q.4 Short Notes (Attempt any two)

15 Marks

1. Master-Slave Dialectic
2. Kant on Peace
3. J.S. Mill's conception of feminism
4. Marx's Dialectical Materialism

— X —

②

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Sardar Patel University

Vallabh Vidyanagar - 388120

SEMESTER END EXAMINATION-MARCH 2017

T.Y. BA (Adv) Semester 6

UA06EEPL02 - Post Cold War International Relations

Date: 03/04/2017

Time 14.00 to 16.00

Total Marks: 60

Q1 – Attempt the following**(15)****1 – _____ country is associated with Monroe doctrine.**

- | | |
|----------|-------------|
| A) USA | B) Portugal |
| C) China | D) France |

2– What is the meaning of the word ‘détente’

- | | |
|-------------------------|------------------|
| A) Stand off | B) War mongering |
| C) Cooling of relations | D) All of these |

3 – _____ country was involved in Viet Nam War.

- | | |
|-----------|-----------|
| A) USA | B) Japan |
| C) Russia | D) France |

4 – When Japanese attacked Pearl Harbor _____ was the president of USA.

- | | |
|------------------|-----------------------|
| A) Joseph Stalin | B) Franklin Roosevelt |
| C) J F Kennedy | D) George Washington |

5 – Identify the correct group

- | | |
|--|--|
| A) China, Japan, Russian Federation, the United Kingdom, and the United States | B) China, Germany, Russian Federation, the United Kingdom, and the United States |
| C) China, India, Russian Federation, the United Kingdom, and the United States | D) China, France, Russian Federation, the United Kingdom, and the United States |

6 – What is the difference between a terrorist and a Naxalite?

- | | |
|--------------------------------|---------------------------------------|
| A) Terrorists are more violent | B) One is more violent than the other |
| C) Both are based on religion | D) None of these |

7 – NATO stands for _____

8- Whom do you attribute 'Perestroika'.

- A) Joseph Stalin
- B) Mikhail Gorbachev
- C) Boris Yeltsin
- D) Brashnave

9 - Fall of the Berlin wall signifies

- A) End of cold war
- B) Beginning of new world order
- C) Break up of communist government
- D) All of these

10 - How many non permanent members are there in UN?

- A) 12
- B) 10
- C) 15
- D) 05

11 - Presidents Mikhail Gorbachev and George H. W. Bush used the term _____ to try to define the nature of the post Cold War era.

12 - 'Perestroika' means

- A) Opening up
- B) Restructuring
- C) Economic reforms
- D) None of these

13 - New world order can be traced from

- A) 1990
- B) 1980
- C) 1991
- D) 2000

14 - WARSAW for Russia, _____ for USA.

15 - _____ is an international terrorist organization.

- A) Al Qaida
- B) ISIS
- C) PLO
- D) All of these

Q2 Examine in detail Russian Foreign Policy since first World War. (15)

OR

Q2 Explain the salient features of American Foreign Policy since first World War. (15)

Q3 Discuss single polar world order since the breaking down of Russia. (15)

OR

Q3 Discuss New World order from 1990 to 2010. (15)

Q4 Discuss rise of international terrorism as a new phenomenon. (15)

OR

Q4 Explain the need for restructuring of United Nation in the light of emerging geopolitical powers in the world. (15)

-X-

SEAT No. _____

SARDAR PATEL UNIVERSITY

B.A. Advance (Semester – VI) (CBCS) Examination

Monday – 17 April, 2017

Time: 02:00 p.m. to 04:00 p.m.

Subject: Political Science

Sub Code: UA06EEPL03

Subject Title: Politics in South Asia

Total Marks-60

Q.1. Choose the correct answer.

15 Marks

1. Which among the following is a member state of south Asia as a region?
a. Maldives b. Mauritius c. Myanmar d. Macau
2. What is the basic means of production to determine the growth and development of South Asian region?
a. Energy b. Oil c. Agriculture d. Fishery
3. The only “subsystem” in the South Asian politics that adopted constitutional monarch is
a. Bhutan b. Maldives c. Nepal d. Sri Lanka
4. “One party dominance sub-political system” was/is mainly characterized in the national politics of _____
a. Sri Lanka b. India c. Pakistan d. Bangladesh
5. SEWA in South Asian politics stands for
a. Self-Earned Women’s Association b. Self-Engineered Women’s Association
c. Self-Employed Women’s Association d. Self-Empowered Women’s Association
6. _____ is an issue of societal security and, therefore, become a source of conflict in South Asia.
a. Employment b. Unemployment c. Ethnic problem d. Climate change
7. Who was the prime minister of India when the Bangladesh Liberation movement against Pakistan had occurred?
a. I.K Gujral b. Rajiv Gandhi c. Indira Gandhi d. PV Narashima Rao
8. Which one according to South Asian politics is a major step towards international community?
a. Interdependence b. Decolonization c. Peace and Security d. Ethnic problem
9. Military Zunta was a Coup d’etat system associated with
a. Nepal b. Sri Lanka c. Pakistan d. Bangladesh
10. Which is not the enhancing feature of south Asian environmental security?
a. Preventing or mitigating environmental degradation
b. Managing the global commons.
c. Preventing and managing global risk.
d. Global economic interdependence

11. NTS in the South Asian security stands for
- New Trading System
 - Non-Traditional Security
 - Nuclear Test System
 - None of the above
12. _____ due to foreclosure of livelihood opportunities in the villages also augments trafficking in human beings.
- Increased migration
 - Decreased migration
 - International migration
 - Immigration
13. South Asian disaster preparedness and management system will promote regional cooperation
- To ensure protection from chemical disaster
 - To ensure security in nuclear weapons threat
 - To ensure from natural disasters
 - To ensure security in diseases threat
14. India's quest for a permanent membership in the UN Security Council is based on
- Counter Terrorism
 - Strengthen South Asian security
 - Solution to border disputes
 - Super power status
15. Which one is a major feature of inter-states relations among South Asian countries?
- Coexistence
 - Economic cooperation
 - interdependence
 - Trans-nationalization

Q.2 Critically explain why India being the core of South Asian politics? Do you think India's quest for major power in Asia through a permanent position in UN Security Council will have an impact on South Asian politics? Justify.

Or

15 Marks

Q.2. Discuss the major features of regional and global environment in South Asian politics.

Q.3 Critically analyse the impact of Globalisation and Liberalisation on South Asia. Identify the major characteristics of growth process in south Asian politics.

Or

15 Marks

Q.3 Discuss the major techniques and activities taken up by the SAARC members to mitigate non – traditional security challenges in South Asian countries.

Q.4 Write a short note on any two of the following:

15 Marks

- Nepal as a sub – system
- Sri-Lanka as a sub – system
- Human security in South Asia
- 9/11 and its major relevance in Afghanistan and other south Asian countries.

— x — x —

(2)

SEAT No. _____

No. of Printed pages: 02

SARDAR PATEL UNIVERSITY
T.Y.B.A. (ADVANCED) (SIXTH SEMESTER) (CBCS) EXAMINATION 2017
Saturday 1st April, 2017
Time: 2.00 to 4.00 p.m.
UA06EEPS01: Psychopathology-II

Total Marks: 60

Note: All questions are compulsory.

Q.1 Multiple choice questions. (Each carry one mark)

15marks

- 1.Token Economy is an influential intervention based upon:
a.Classical conditioning.
b.Implicit learning.
c.Operant conditioning.
d.Client centred therapy
2. Psychoanalytic theorists argue that paranoid personality disorder reflects the projection of hostility onto others.
a.True
b.False
3. The most common age group for depression is:
a. Middle-aged men
b.Middle-aged females
c.Young girls
d.Children
4. Which of the following is included in the definition of disorder?
a.Something that causes impairment in important life domains
b.Something that causes distress to the person
c.Something that is associated with the potential for further problems
d.All of the above
- 5.People in the _____ group of personality disorders have the most trouble with emotional control.
a.Erratic
b.Eccentric
c.Anxious
d.None of the above
- 6.Which of the following is not a positive symptom of schizophrenia?
a.Delusions
b.Disorganized thinking and speech
c.Alogia
d.Hallucinations
- 7.Which one of the following would a client centered therapist use?
a. Empathy
b.Desensitisation
c.Racket system
d.Ego states
- 8.People with _____ personality disorder seem to have no need for social relationships.
a.Schizoid
b.Borderline
c.Histrionic
d. Obsessive-compulsive
- 9.Schizophrenia is a mental disorder that affects:
a. Thought
b. Mood
c. Judgment
d. All of the above

10. Freud called which of the following the "royal road to the unconscious"?
a. Analysis of transference b. Analysis of resistance
c. Dream analysis d. Free association
11. People with narcissistic personality disorder have extraordinarily high self-esteem.
a. True b. False
12. Which behavior is characteristic of a thought disorder?
a. Poverty of speech b. Facial expression
c. Disorganized speech d. All of these
13. Dysthymia refers to:
a. Crisis situation
b. Two years of depressed mood for more days than not
c. One episode of moderate depression
d. None of the above
14. Depressed individuals exhibit which of the following symptoms?
a. Behavioral symptoms. b. Physical symptoms
c. Cognitive symptoms. d. All of the above.
15. The diagnosis of major depression refers to:
a. Feeling a bit down
b. A sign of weakness
c. Poor coping skills
d. A chemical imbalance that has a profound impact on daily functioning

Q.2. Identify and discuss the key criteria for Personality disorders. 15 Marks

Or

Q.2. Define Schizophrenia and Describe types of schizophrenia in detail.

Q.3. Describe in detail- Cyclothymic and Dysthymic mood disorder. 15 Marks

Or

Q.3. What is Psychotherapy? Explain Freud's Psychodynamic Psychotherapy.

Q.4. Write Short Notes (Any Two) 15 Marks

1. Objective of Psychotherapy
2. Causes of Schizophrenia
3. Depression
4. Psychosis and Neurosis

No.of Printed pages: 02

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SARDAR PATEL UNIVERSITY
T.Y.B.A. (ADVANCED) (SIXTH SEMESTER) (CBCS) EXAMINATION 2017
Monday 3rd April, 2017
Time: 2.00 to 4.00 p.m.
UA06EES02: Industrial Psychology-II

Total Marks: 60

Note: All questions are compulsory.

Q.1 Multiple choice questions.

15marks

1. Which of the following is usually not an objective of industrial relations?
a.Connectedness b.Collective wisdom
c.Conflict prevention d.None of the above
2. The best workplaces for employees are ones that are flexible and open.
a.True b.False
3. Which of these is not a physiological need of crisis responders?
a.Healthy food b.Water
c.Fresh air d.A feeling of accomplishment
4. The primary purpose of employee safety programme is to preserve the employees _____.
a.Mental health b.Physical health
c.Emotional health d.All of the above
5. Identify the major actor of industrial relations from the following.
a.Employers b.Unions c.Both A & B d.None of the above
6. Who has given two ways of measuring industrial morale?
a.John M pliffner b.R.M.guion c.R.C.Davis d.J.F.Mee
7. Which of the following department has major interest in harmonious industrial relations
a.HR b.Production c.Finance d.Marketing
8. The four main dimensions which influence behaviour in work organisations are
a.Individual,organisation,group,gender
b.Individual,group,organisation,environment
c.Group,environment,organisation,gender
d.Environment,group,individual,gender
9. Workers participated in management has _____ objectives
a.Economic b.Psychological c.Both A & B d.None of these

(PTO)

10. Organisation and the nature of work are important determinant of workers morale?
a.True b.False

11. Define the Following words 05
I.HRM II.MYOGRAPH III.FATIGUE IV.INDUSTRIAL MORALE
V. ACCIDENTAL PRONNESS

- Q.2. Write down any two questions of the following. 15 Marks
A. Objective s of good industrial relations
B. Methods of Control of Industrial relations
C. Types of Fatigue

- Q.3. What is boredom? Explain causative factors of boredom. 15 Marks
Or

- Q.3 A. Describe Measures to reduce Fatigue
B. Determinants of workers Morale

- Q.4. Write short notes (Any two) 15 Marks

- I. Characteristics of Human relations
II.Causes of Accident proneness
III.Methods of Control of Industrial relations

SEAT No. _____

SARDARPATELUNIVERSITY**B. A. EXAMINATION-VI Semester****THURSDAY, 06/04/17**

[643A35]

Session : Evening Time : 2:00 P.M. TO 5:00 P.M.**Subject Code : UAO6FEIC24 Paper No : 24****Subject Title: Indian Constitution Part-II****TOTAL MARKS:70**

- પ્ર-૧ સંઘ જાહેર સેવા આયોગના કાર્યો અને સત્તાઓ સમજાવો. (૧૮)
Explain in detail the Powers and functions of Union Public Service Commission.

અથવા / OR

સર્વોચ્ચ અદાલતની રચના અને સત્તાઓ સમજાવો?
Explain about the composition and Powers of the Supreme court.

- પ્ર-૨ વિભાનસભાની રચના અને કાર્યો સમજાવો? (૧૭)
Explain in detail the composition and functions of Legislative Assembly?

અથવા / OR

ચૂંટણીપંચનું સ્થાન અને ભૂમિકા વિગતે સમજાવો?
Explain in detail the position and functions of Election Commission.

- પ્ર-૩ વડાપ્રધાનનું સ્થાન જણાવી સત્તાઓ જણાવો? (૧૭)
Evaluate the position and powers of the Prime Minister.

અથવા / OR

કેન્દ્ર અને રાજ્ય વચ્ચેનાં ધારાકીય સંબંધો સમજાવો. ?
Legislative relations between the Centre and the State.

- પ્ર. ૪ ટૂંકનોંધ લખો (ગમે તે બે) (૧૮)

- | | |
|--|---|
| (૧) સર્વોચ્ચ અદાલતની સત્તાઓની મર્યાદાઓ | Limitations of the Powers of the Supreme Court. |
| (૨) ભારતમાં ન્યાયતંત્રનું મહત્વ | Importance of Jurisdiction in India |
| (૩) રાજ્યસરકારની આવકના સ્ત્રોતો | Sources of the State Revenue |
| (૪) બંધારણનો વિકાસ કરનાર પરિબળો | Elements of the development of Constitution |

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Seat No.: _____

No. of Printed Pages : 2

SADAR PATEL UNIVERSITY

T.Y.B.A. (Advanced): SEM-VI (CBCS) (REG. & NC)

UA06FEP501 – Personality Development and Soft Skills-II

Monday, March 27, 2017

Total Marks: 60

Time: 02:00pm to 04:00pm

Note: Figures to the right indicate marks.

Q:1. Identify the correct answers of the following multiple choice based questions and clearly write the correct option. **15**

1. The employers are interested in the _____ section of a resume.
a. Objective b. Experience c. Summary d. Education
2. A _____ resume is customized to specifically highlight the experience and skills relevant to the job.
a. Functional b. Targeted c. Combination d. Mini
3. A _____ resume contains a brief summary of career highlights and qualification.
a. Chronological b. Functional c. Mini d. Targeted
4. _____ indicates that an additional paper has being included in the correspondence.
a. Reference Initials b. Delivery Notation c. Enclosure d. Postscript
5. _____ is written as P.S. at the very bottom of a letter.
a. Pastscript b. Prescript c. Presentscript d. Postscript
6. In _____ stage of interview, company may ask the candidate to present themselves in two or three minutes in order to shortlist.
a. Test b. Presentation c. Group Discussion d. Medical Test
7. 'Yours faithfully', 'yours truly' and 'yours sincerely' etc are _____.
a. Signature block b. Complimentary Close c. Enclosure d. Attention Line
8. In letter _____ means your reader's name and address appear just as they do on the envelope.
a. Letterhead b. Inside Address c. Salutation d. Attention address
9. _____ gives information of all branch of knowledge.
a. Entomology b. Evolution c. Encyclopaedia d. Epilogue
10. One who dislikes English and England is _____.
a. Anglophile b. Ambiguous c. Ambidextrous d. Anglophobe
11. A person who is active, lively and enjoys the company of others is _____.
a. Extrovert b. Introvert c. Ambivert d. None
12. _____ is a sudden complete failure.
a. Tragedy b. Catastrophe c. Ruin d. Debacle
13. _____ is a false idea or belief.
a. Fallacy b. Farce c. Fluvial d. Fumigate
14. _____ is free of cost, without payment.
a. Gratis b. Glut c. Garrulous d. Graminivore
15. _____ is quite harmless.
a. Ingenious b. Invincible c. Indelible d. Innocuous

Q.2. What is Negotiation? Discuss formal and informal Negotiation.

15

OR

Q.2. Define Resume. Explain various types of Resume.

Q. 3. Explain the term "International Communication." What is the main purpose of International Communication?

15

OR

Q.3. State in detail various types of Interview.

Q.4. Attempt ANY TWO short notes.

15

- 1) Steps of Negotiation.
- 2) Planning an Interview.
- 3) The chronological Resume.

— X —