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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (GENERAL) (I Semester) (NC) Examination**  
**Saturday, 18 April 2015**  
**2.30 - 4.30 pm**  
**UM01FBBA01 / 05 - Communication Skills for Management - I**

**Total Marks: 60**

Note: Figures to the right indicates the marks allotted to the question concerned

- Q - 1 Answer the following questions 15**
1. How does Dr. Octavio Giraldo show an interest in the cage in, '*Balthazar's Marvelous Afternoon*'?
  2. Describe the Ibo market in the port town of Umuru in, '*The Sacrificial Egg*'.
  3. What does Zeinat do with the £18 that she receives in, '*Zeinat at the President's Funeral*'?
- OR**
- Q - 1 Answer the following questions 15**
1. How does the woman writer expect to work on her writing at Aunt Mable's house in, '*Inside Every Woman Writer*'?
  2. Describe how Ibra boasts of his exploits in, '*A Matter of Conscience*'.
  3. Describe how the young post office clerk treats Mammie in, '*Mammie's Form at the Post Office*'.
- Q - 2 A Fill in the blanks with the right forms of the verbs given within brackets 03**
1. She only understood the movie because she \_\_\_\_\_ (read) the book.
  2. They \_\_\_\_\_ (talk) for over an hour by the time Thomas arrives.
  3. The train \_\_\_\_\_ (leave) every morning at 8 am.
- B Change the following sentences to the other voice 03**
1. A safety video will be watched by the staff every year.
  2. The teacher always answers the students' questions.
  3. By whom is this mess being created?
- C Fill in the blanks with the appropriate modals that indicate the moods given within brackets 04**
1. Who \_\_\_\_\_ argue with me? (Challenge)
  2. This pullover has got holes in it. I \_\_\_\_\_ get a new one. (Desirability)
  3. I \_\_\_\_\_ make the travel arrangements. There is no need to worry. (Volition)
  4. I really \_\_\_\_\_ be in the office by 7:00 AM. (Obligation)
- D Write a paragraph on: Your neighborhood 05**
- OR**
- Q - 2 A Fill in the blanks with the right forms of the verbs given within brackets 03**

1. Take your umbrella. It \_\_\_\_\_ (rain) when you return.
2. You \_\_\_\_\_ (not listen) to me when I told you to turn the oven off.
3. She \_\_\_\_\_ (work) at that company for three years.

**B Change the following sentences to the other voice**

03

1. The crew paved the entire stretch of highway.
2. Let not my suggestions be ignored.
3. Wine should be opened about three hours before it is used.

**C Fill in the blanks with the appropriate modals that indicate the moods given within brackets**

04

1. Jack \_\_\_\_\_ be upset. Perhaps he is tired. (Improbability)
2. You \_\_\_\_\_ have a permit to enter the national park. (Necessity)
3. If I entered the contest, I \_\_\_\_\_ actually win. (Possibility)
4. \_\_\_\_\_ I have something to drink? (Polite Request)

**D Write a paragraph on: A frightening experience**

05

**Q - 3 A Fill in the blanks with the right phrasal verbs given within brackets making necessary changes**

05

[bargue in; act up; chew over; draw back; brush aside]

1. As soon as one of the kids starts \_\_\_\_\_, the others follow.
2. I certainly was not about to go \_\_\_\_\_ on them uninvited.
3. The President continually \_\_\_\_\_ his critics during the eighteen-month campaign.
4. We meet every now and then to \_\_\_\_\_ the past.
5. He was a man who always \_\_\_\_\_ from conversation.

**B Choose the antonyms of the underlined words in the following sentences from the options given**

05

1. After the sublime meal, we asked to see the chef so that we could give him our compliments.  
a. elevated                      b. lowly                      c. gorgeous                      d. glorious
2. I despise the fact that I have to eat broccoli for dinner.  
a. detest                      b. abhor                      c. loathe                      d. adore
3. The melody was nice but it could sound monotonous if played repeatedly.  
a. tedious                      b. dreary                      c. variable                      d. humdrum
4. The old woman from the country was bewildered by the big crowds and traffic in the big city.  
a. baffle                      b. bemuse                      c. clarify                      d. mystify
5. Yet many have been very reluctant to get involved in the program.  
a. willing                      b. cautious                      c. hesitant                      d. averse

**C Choose the synonyms of the underlined words in the following sentences from the options given**

05

1. Since the boys could not pay for their meals, they decided to abscond before the waitress returned with their check.  
a. disappear                      b. remain                      c. abide                      d. yield
2. His conceit and excessive pride makes him unattractive.  
a. meekness                      b. humility                      c. modesty                      d. arrogance
3. They came up with an evasion of the law to keep all the land for themselves.

- a. directness      b. dodge      c. frankness      d. honesty
4. My ability is feeble, but my responsibilities are great.  
a. weak      b. capable      c. competent      d. hearty
5. When I play soccer with my friends I am usually Invincible.  
a. conquerable      b. destructible      c. breakable      d. unbeatable

OR

Q - 3 A Choose the meanings of the underlined idioms from the options given 05

1. It is time to take the bull by the horns and get this job done.  
a. to confront a problem head-on      b. try to defeat someone by a trick  
c. to ignore a problem      d. to do something badly
2. I was worried that they would not like each other, but in fact they are getting on like a house on fire.  
a. to reveal a secret      b. become friends quickly  
c. to hurt somebody's feelings      d. to show contempt
3. The investigation into how these expensive trips were paid for certainly opened a can of worms.  
a. to burden or overload something      b. to remain remote or distant  
c. a strong feeling of dislike      d. to create an unpleasant situation
4. Factories here that rely on parts from overseas were suddenly left in the lurch when imports were suspended.  
a. to come to compromise with someone  
b. constant source of annoyance to someone  
c. to put someone at ease  
d. to desert someone in his difficulties
5. Mary offered to play devil's advocate and argue against our case so that we would find out any flaws in it.  
a. argue the opposite point      b. obtain or extract with effort  
c. make fun of someone      d. understand something completely

B Give one word substitutes for the following 05

1. One who assumes name or title or someone else for deceiving others.  
a. Imposter      b. Impervious      c. Impenetrable
2. That cannot be altered or withdrawn  
a. Irreconcilable      b. Itinerant      c. Irrevocable
3. One who is greedy for money  
a. Ventriloquist      b. Predator      c. Avaricious
4. An animal story with a moral  
a. Fable      b. Uxoricide      c. Vacillation
5. Favouring own kith and kin  
a. Ablutophobia      b. Panacea      c. Nepotism

C Fill in the blanks by adding suitable prefix or suffix to the words given within brackets 05

1. This house is on sale. Its price is \_\_\_\_\_. (afford)
2. Since his accident he has been completely \_\_\_\_\_; he cannot even walk to the hall. (mobile)
3. Every afternoon, the cooks \_\_\_\_\_ their knives in preparation for dinner. (sharp)
4. The stock market crash of 1929 left my great-grandfather \_\_\_\_\_. (penny)
5. It was a bit rude and \_\_\_\_\_. (appropriate)

**Q-4 A** What is communication? Describe the process of communication with a suitable diagram. 10

**B Write short notes on:** 05

1. Communication is systematic
2. Communication is both interaction and transaction

**OR**

**Q-4 A** What is the importance of internal business communication? 10

**B Write short notes on:** 05

1. Communication is a dynamic process
2. Communication is unintentional as well as intentional