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SARDAR PATEL UNIVERSITY
BBA - HM & TTM (I Semester) (NC) Examination
Saturday, 18 April 2015
2.30 pm - 4.30 pm

UM01FBBH05/T05 : Communication Skills & Personality Development

Total Marks: 60

- Q – 1 Answer the following questions 15
- 1 Comment on the end of the story, 'Karma'
 - 2 What did Ghisu and Madhav buy? Why?
 - 3 How did Budhia die?

OR

- Q – 1 Answer the following questions 15
- 1 Comment on the end of the story, 'The Shroud'.
 - 2 How did Sir Mohan Lal usually impress the fellow passengers?
 - 3 How did the counsel save Adams?

- Q – 2 A Define the concept of communication with the help of diagram. 08
- B Write a note on: Grapevine 07

OR

- Q – 2 A What are the advantages and disadvantages of upward communication in an organization? 09
- B Write a note on: Physical Barriers.
- Q - 3 A Write notes on: 06
1. Body of the letter
 2. Complimentary Close
- B On behalf of 'Giftline Shop' write a letter to Montex Emporium, Mumbai, enquiring about various gift articles and toys. Also ask about their terms and conditions.

OR

- Q – 3 A Write notes on: 09
1. Inside Address
 2. Letter head
- B National Paper Mill has received an enquiry from Patel Press, Anand for some papers. Draft a suitable reply quoting

A Match the following words in Group A with their Synonyms in Group B. 05

- | A | B |
|---------------|------------|
| 1. Contradict | a. Keen |
| 2. Eager | b. Wet |
| 3. Passion | c. Dirt |
| 4. Damp | d. Oppose |
| 5. Filth | e. Fervour |

B Give one word substitute for the following. 05

1. That which is against law
2. A game in which neither party wins
3. A list of books
4. Liable to be called to account
5. The life story of a person written by himself

C Write the Antonym (Opposite word) of the following. 05

- | | | |
|------------|-----------|-----------|
| 1. Expand | 2. Famous | 3. Gentle |
| 4. Healthy | 5. Polite | |

OR

Q - 4 A Match the following words in Group A with their Antonyms in Group B. 05

- | A | B |
|--------------|------------|
| 1. generous | a. collect |
| 2. scatter | b. much |
| 3. tame | c. mean |
| 4. plentiful | d. wild |
| 5. little | e. scarce |

B Write one word substitute for the following. 05

1. A person who speaks two languages
2. That cannot be believed
3. Very negative person
4. One who does not believe in God
5. A cinema show which is held in the morning.

C Write the Synonym words for the following. 05

- | | | |
|---------------|----------|----------|
| 1. Observe | 2. Offer | 3. Match |
| 4. Limitation | 5. Omit | |

- X -