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SARDAR PATEL UNIVERSITY
BBA - ITM Honours (I Semester) (NC) Examination
Saturday, 18 April 2015
2.30 pm - 4.30 pm
UM01FBBI05 : Communication Skills for Management - I
Total Marks: 60

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

- Q – 1 Answer the following questions 15**
1. Describe how the woman writer in Sarah Joseph's story, *'Inside Every Woman Writer'* feels smothered and crushed at home.
 2. Describe the cage built by Balthazar in, *'Balthazar's Marvelous Afternoon'*.
 3. How does Zeinat's special kind of relationship with the President grow in, *'Zeinat at the President's Funeral'*?
- OR**
- Q – 1 Answer the following questions 15**
1. Describe Mammie's futile attempts to send money 'home' in, *'Mammie's Form at the Post Office'*.
 2. How is Malic 'punished' for his genuine efforts in, *'A Matter of Conscience'*?
 3. How does Julius Obi happen to step on the sacrificial egg in, *'The Sacrificial Egg'*?
- Q – 2 A Fill in the blanks with the right forms of the verbs given within brackets 03**
1. James _____ (teach) at the university for more than a year before he left for Asia.
 2. The government _____ (become) more interested in arts education.
 3. I promise I _____ (not tell) him about the surprise party.
- B Change the following sentences to the other voice 03**
1. This street has already been closed because of snow.
 2. Will they give you money for the trip?
 3. Millions of books are bought for students each year.
- C Fill in the blanks with the appropriate modals that indicate the moods given within brackets 04**
1. I _____ speak Chinese when I was a kid. (Past Ability)
 2. They _____ have got back home by now. (Strong Probability)
 3. He _____ take his medicine three times a day. (Obligation)
 4. You _____ have told me about it! (Reproach)
- D Write a paragraph on: The pleasures of reading 05**
- OR**
- Q – 2 A Fill in the blanks with the right forms of the verbs given within brackets 03**
1. By next November, I _____ (receive) my promotion.

2. She _____ (work) at the movie theater after school.
3. The Smiths _____ (go) to France this year.

B Change the following sentences to the other voice

03

1. Bring me a glass of water.
2. You can store small packages in the overhead compartment.
3. I was given the book by my friend last Sunday.

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

04

1. I _____ get back to you first thing on Monday. (Promise)
2. Profits _____ increase next year. (Expectation)
3. China _____ become a major economic power. (Prediction)
4. We _____ take long vacation trips with the whole family. (Discontinued Habit)

D Write a paragraph on: The principles of non-violence

05

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

05

[use up; sweep away; turn down; get round; write off]

1. The World Bank is being urged to _____ debts from developing countries.
2. The earth's resources are being _____ at an alarming rate.
3. It was the first time that she had been in love and she was _____ on a tide of passion.
4. He is very upset. He never expected to be _____.
5. He tried to _____ the problem by asking them to change the rules in this case.

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

05

1. The police used pepper spray to subdue the violent man.
a. conquer b. suppress c. surrender d. soften
2. Her tone was cautious but respectful.
a. thoughtless b. discreet c. judicious d. prudent
3. When the hunter looked again, the bear had already vanished into thin air.
a. evaporate b. appear c. dissolve d. fade
4. Among the more industrious insects, termites may build huge mounds of dirt or clay.
a. lethargic b. diligent c. energetic d. dynamic
5. The last thing you want is for your colleague to hinder your own ability to meet deadlines.
a. frustrate b. hamper c. cripple d. facilitate

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

05

1. After an uncertain start, the compact disc has reached its platinum anniversary.
a. empty b. uncrowded c. large d. compressed
2. You should curtail your use of this forum and read a book.
a. enlarge b. amplify c. diminish d. prolong
3. The two politicians denounce each other in the press, but in truth they actually like each other.

- a. accuse b. applaud c. approve d. flatter
4. The Christmas tree was adorned with many ornaments, tinsel, and lights.
a. disfigure b. deform c. beautify d. damage
5. The woman displayed her affluence when she gave gifts to all the people in the town.
a. destitute b. prosperity c. impoverished d. wanting

OR

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

1. He did not like the management of the business but he had to bite his lip.
a. to be unsure b. to feel sorry at someone's plight
c. to not react despite being angry d. to laugh at someone's misfortune
2. Our country has been led down the garden path by the politicians in office.
a. to give directions b. to show a beautiful place
c. to mislead someone d. to exaggerate
3. Compared to their illustrious predecessors, the country's leaders seem to be men of straw.
a. men of no substance b. a very active person
c. a worthy fellow d. an unreasonable person
4. I am tired of playing second fiddle to John. I am better trained than he, and I have more experience.
a. to be happy, cheerful and healthy
b. to reduce the importance of one's senior
c. to support the role and view of another person
d. to do back seat driving
5. I do not have an axe to grind about the fact that Christmas has become commercialized.
a. a private end to serve b. to fail to arouse interest
c. to have no result d. to work for both sides

B Give one word substitutes for the following 05

1. The policy of extending a country's empire and influence.
a. Communism b. Internationalism c. Capitalism d. Imperialism
2. The part of government which is concerned with making of rules.
a. Court b. Tribunal c. Bar d. Legislature
3. Something that relates to everyone in the world
a. General b. Common c. Usual d. Universal
4. One who does not marry, especially as a religious obligation.
a. Bachelor b. Celibate c. Virgin d. Recluse
5. One who does not care for literature or art.
a. Primitive b. Illiterate c. Philistine d. Barbarian

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

1. Failing her driving test was a great _____ to her. (appoint)
2. The road was too narrow, so they had to _____ it. (wide)
3. She looked at her _____ in the mirror. (reflect)
4. I think that you should _____. It may not be the best thing to do. (consider)
5. He will _____ the wine as soon as we are ready for dinner. (cork)

Q - 4 Explain in detail the importance of business communication. 15

OR

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 unintentional as well as intentional
2. Communication is dynamic