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**SARDAR PATEL UNIVERSITY**

**F.Y BBA (HONS) (HM) & (TTM) EXAMINATION**

**SEMESTER - I (NC)**

**MONDAY, 11<sup>th</sup> APRIL 2016**

**02:30 P.M. TO 04:30 P.M.**

**UM01FBBH/T05**

**COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT - I**

**TOTAL MARKS: 60**

Note: 1. Figures to the right indicate marks of the questions.  
2. Answers should be precise and to the point.

- Q.1 Answer the following questions: [15]
- 1 Describe the end of the story "Shroud".
  - 2 What did Mrs. Salmon see at 2.00 a.m.?
  - 3 How did Sir Mohan Lal usually treat his wife's relatives?

**OR**

- Q.1 Answer the following questions: [15]
- 1 What did Ghisu and Madhav buy? Why?
  - 2 What was Nikolay's ambition? How did he realize his ambition?
  - 3 Comment on the end of the story 'Karma'.

- Q.2 A Explain the Semantic barriers to effective communication. How can they be removed? [08]
- B Explain the importance of Feedback in effective business communication. [07]

**OR**

- Q.2 A Broadly discuss the relative merits and demerits of Written medium of communication. [08]
- B What is the importance of computer based communication in business? What are the advantages and disadvantages of it? [07]

- Q.3 A Explain the Hanging Indentation Form (lay-out) of a letter with its diagram. [05]
- B Write a letter to SHIVAM GENERAL STORE, asking for the latest price and time of delivery of Raincoats, Overcoats and Gumboots. [10]

**OR**

- Q.3 A Explain Semi-Block lay-out of business letter with diagram. [05]
- B Write a letter from VOLTAS COMPANY Ltd., giving quotation for the supply of Air Conditioners in various capacities and designs with different features. Emphasize in your letter the discount and credit terms provided to your customers. [10]

Q.4 A Match the words in **A** with their Synonyms in **B** [05]

- | A            | B               |
|--------------|-----------------|
| 1. elaborate | a. aristocratic |
| 2. explicit  | b. authenticate |
| 3. persecute | c. embellish    |
| 4. noble     | d. specific     |
| 5. verify    | e. Harass       |

B Write one word substitution for the following: [05]

1. A man devoid of kind feeling and sympathy
2. Government of the people, for the people, by the people
3. That which is against law
4. That which cannot be avoided
5. A person with an evil reputation

C Write Antonyms of the following: [05]

1. dainty
2. Voluntary
3. Optimist
4. imitation
5. lender

OR

Q.4 A Replace the underlined words with their synonyms given in the bracket: [05]  
(suggest, impress, obligatory, deplete, essential)

1. Money is not vital to happiness.
2. The stock of the watches is about to exhaust. So we request you to send our consignment soon.
3. She uses her charm to manipulate people.
4. It is compulsory for all employees to wear protective clothing.
5. The results implicate poor hygiene as one cause of the outbreak.

B Write one word substitution for the following: [05]

1. A man with a broad and international outlook
2. A speech or a presentation made without previous preparation
3. A cinema show which is held in the afternoon
4. One who does not believe in the existence of god.
5. Anything that leads to death.

C Match the words in **A** with their Antonyms in **B** [05]

- | A            | B            |
|--------------|--------------|
| 1. captivity | a. seldom    |
| 2. courage   | b. public    |
| 3. despair   | c. Freedom   |
| 4. frequent  | d. cowardice |
| 5. private   | e. hope      |

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