

**SARDAR PATEL UNIVERSITY**  
**FY BBA (ISM) (1st Sem.) EXAMINATION**  
**Wednesday, 6<sup>th</sup> June 2012**  
**11.00 a.m. to 1.00 p.m.**

**UM01FBBS01 - Communication Skills for Management - I**

Total Marks : 60

Q.1

- (A) Write in detail the relationship between Joe Keller and Chris Keller - Larry Keller. (10)
- (B) Write short note on : (5)
1. End of the play - ALL MY SONS

**OR**

Q.1

- (A) Examine Kate Keller's strong belief for her son Larry Keller - that he is still alive and will come back. (10)
- (B) Write short note on : (5)
1. Significance of Larry's Last letter

Q.2

- (A) Describe the process of communication in detail. (10)
- (B) Case Study : (5)
- Mr. Walia, an employee of yours has not been paying attention to his work. Give warning to the employee with serious note that he must improve.

**OR**

Q.2

- (A) What is communication ? Write in detail the importance of Business Communication. (10)
- (B) Case Study : (5)
- Revelon Pvt. Ltd. has given the target of 70% sale to Sales Department. With all their efforts they successfully achieved the target given, ask for and their sales strategy and give your suggestions.

Q.3

- (A) Write short notes on ANY ONE : (5)
1. The Letter Head
  2. The Enclosures
- (B) Write a letter of inquiry to the wholesale Cloth Mart asking if they can supply 400 ready made Levis T - shirt. Ask for a pricelist and mode of payment. (10)

**OR**

Q.3

- (A) Write short notes on ANY ONE : (5)
1. The Body of the letter
  2. Complimentary close
- (B) Place an order with a large manufacturing company for 3,000 fountain pen. Give suitable inducement to make the seller give you a concession or substantial discount. (10)

Q.4

- (A) Fill in the blanks choosing the right phrasal verb given in brackets. (4)  
(fond of, taken a back, accustomed to, stand by)
1. Only true friends \_\_\_\_\_ us in the time of misery.
  2. My teacher is \_\_\_\_\_ music.
  3. When I received my result, I was \_\_\_\_\_ .
  4. Those who are \_\_\_\_\_ our ways and habits do not feel uncomfortable here.
- (B) Write one word substitute for the following : (4)
1. Murder of one self -
  2. Yearly return of a particular date -
  3. A person who can not read or write -
  4. One who is all powerful -
- (C) Fill in the blanks with the right form of the verbs given in brackets. (4)
1. I bought a \_\_\_\_\_ doll from the fair. (dance)
  2. Answers \_\_\_\_\_ by me, when you entered. (write)
  3. This milk is too hot \_\_\_\_\_. (drink)
  4. He makes everyone in his family \_\_\_\_\_ hard. (to work)
- (D) Fill in the blanks with the modals that indicate the moods given in the brackets (3)
1. We \_\_\_\_\_ help the handicapped. (moral duty)
  2. Everyone \_\_\_\_\_ respect the national flag. (obligation)
  3. Revan said that he \_\_\_\_\_ lift that heavy box. (ability)

**OR**

Q.4

- (A) Change the following sentences to other voice. (4)
1. I saw an accident Yesterday.
  2. The shopkeeper is selling Leo Toys.
  3. By whom are you being taught now ?
  4. Who brake the glass ?
- (B) Match A with B (with right antonyms) (4)
- | <b>A</b>    | <b>B</b>    |
|-------------|-------------|
| 1. Borrow   | 1. Anxious  |
| 2. Fertile  | 2. Accept   |
| 3. Deny     | 3. Deserted |
| 4. Carefree | 4. Land     |
- (C) Fill in the blanks with right forms of verbs given in the brackets. (4)
1. Regan \_\_\_\_\_ Hindi in your class. (teach)
  2. The Police \_\_\_\_\_ him on his way home last night. (stop)
  3. Look, the children \_\_\_\_\_ in the garden. (play)
  4. My father \_\_\_\_\_ my school tomorrow. (visit)
- (D) Give One word substitute. (3)
1. Legal separation between husband and wife:-
  2. A person who keeps secret watch:-
  3. A women whose husband is dead:-

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