

(HM)

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SARDAR PATEL UNIVERSITY

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

**TUESDAY, 12th NOVEMBER 2013
02:30 P.M. TO 04:30 P.M.**

UM01FBBH/T01/05

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 How did Madhav and Ghisu collect the money for Shroud?
 - 2 How did Nikolay save money?
 - 3 How did Sir Mohan Lal treat his wife? Do you think he was right? Why?
- OR**
- Q.1 Answer the following questions: [15]
- 1 How did Ivan and Nikolay spend their childhood?
 - 2 Comment on the end of the story 'The Shroud'.
 - 3 Why was Mason irritated by Pettigrew's behavior?
- Q.2 A Define communication and explain the process of communication in detail. [08]
B Describe Upward Communication as an important type of communication. [07]
- OR**
- Q.2 A Write about the Physical and Semantic Barriers to organizational communication. [08]
B What are the various forms of written communication? Discuss the relative merits and limitations of written communication. [07]
- Q.3 A Write a short note on the Full Block Form with diagram as an important lay-out of business letter. [05]
B Draft a letter to Nike Shoes company Ltd., asking for a copy of their latest catalogue. State that you propose to stock shoes for sale. Ask for their best trade terms for the supply of their sports shoes and Party shoes. [10]
- OR**
- Q.3 A Write a short note on the difference between two lay-outs of business letter- Block Form and Semi Block Form. [05]
B Write a letter from Kareena Tools Ltd., giving quotation for the supply of electrical pump-sets. Emphasize in your letter the installation service, after-sales service and replacement facilities provided to your customers. [10]

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

- | A | B |
|-------------|-------------|
| 1. Allow | a. Lazy |
| 2. Diligent | b. Distinct |
| 3. Lament | c. Normal |
| 4. Nebulous | d. Rejoice |
| 5. Queer | e. Forbid |

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 Synonyms of the following: [05]

1. Contribution
2. Elaborate
3. Lucid
4. Obligatory
5. bliss

OR

Q.4 A Replace the underlined words with their Synonyms given in the bracket: [05]

(hidden, unbiased, modification, polite, inclination)

1. It was difficult to convince him as his mind was full of biases.
2. Her tutor helped her bring out her latent talents.
3. They implemented the plan with some alteration.
4. He impressed everyone with his courteous behavior.
5. The decision was accepted because it was just.

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

- | A | B |
|--------------|---------------|
| 1. encourage | a. calm |
| 2. excited | b. temporary |
| 3. permanent | c. discourage |
| 4. odd | d. rough |
| 5. gentle | e. even |

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

1. A political system in which a state is ruled by one person
2. The custom of having more than one wife at a time
3. That which is against law
4. A person with an evil reputation
5. That which cannot be avoided
