

(ITM)

(33/34)

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SARDAR PATEL UNIVERSITY
BBA (ITM) (FIRST SEMESTER) (CBCS) EXAMINATION

2013

Tuesday, 12th November

02.30 p.m. to 04.30 p.m.

UM01FBB101/02/25 COMMUNICATION SKILLS FOR MANAGEMENT - I

Note:-Figures to the right indicate full marks to the question concerned.

Total Marks: 60

Q-1 Answer the following:

(15)

- (A) Describe the cage built by Balthazar.
- (B) What was the scene at Abdou's shop when the news about the President's assassination comes in over the radio?
- (C) Describe the Ibo market situated in the port town of Umuru.

OR

(15)

Q-1 Answer the following:

- (A) How does Julius Obi happen to step on the sacrificial egg?
- (B) Describe how the woman writer in Sarah Joseph's story feels smothered and crushed at home.
- (C) Why does Mammie feel like a criminal at the post office?

Q-2 (A) Write a paragraph on: Computer is the necessary part of human life in 21 century.

(05)

(B) Fill in the blanks with the right form of the verbs given within brackets.

(05)

1. I _____ (listen) to the music in the mornings.
2. The earth _____ (move) round the Sun.
3. Look, the Sun _____ (rise) over the hills.
4. Our guests _____ (arrive). They are sitting in the garden.
5. How long have you _____ (be) living in Anand ?

(C) Change the following sentences to the other voice.

(05)

1. Rakesh was praised by the teacher.
2. Hetal drinks milk.
3. The shopkeeper is selling toys.
4. He has written a letter.
5. By whom was the window broken?

OR

Q-2 (A) Write a paragraph on: Television- a miracle of science

(05)

(B) Fill in the blanks with the modals that indicate the moods given within brackets.

(05)

1. He _____ argue with his parents. (Past habit)
2. Arnav.....run a mile in four minutes. (Ability)
3. Promises _____ be kept. (Duty)

4. Pankaj.....concentrate on his studies.(Advice)
5. Students.....leave the class after five O' clock. (Permission)

(C) Change the following sentences to the other voice. (05)

1. The peon opened the gate.
2. The work will be finished by him in a fortnight.
3. Who did this?
4. Kajal helps Kavita.
5. My pen has been stolen.

Q-3 (A) Fill in the blanks with the right phrasal verbs given within brackets making necessary changes. (05)

(cut off, go over, put aside, show off, take against)

1. I think sheme because I got the promotion she wanted.
2. Sarah invited us round to dinner to..... her new sports car.
3. Anne..... one hundred rupees a month for clothes.
4. We don't have much time so I'll quickly..... the main points of the documents.
5. The U.S. threatened to..... military aid.

[B] Rewrite the words given below replacing the underlined words with synonyms. (05)
(shy, cordial, immoral, useless, panic)

1. Palak gave a coy look and left the room.
2. Target was big but Yuvrajsinh made futile attempts to save the match.
3. Uttam has taken impure decision which would bring him ill fame.
4. We received an amicable welcome at the airport.
5. We should not agitate in difficult situations.

[C] Choose the meanings of the underlined idioms from the options given: (05)

1. It was a herculean task to complete the project.
(a) very easy (b) very difficult (c) very normal (d) very costly
2. My friend is always betrayed by the snakes in the grass.
(a) a secret friend (b) a secret agent (c) a secret policy (d) a secret enemy.
3. Day by day it is becoming difficult to survive in cut – throat competition.
(a) difficult situations (b) long situations (c) fair situations (d) easy situations.
4. We must put these terms and conditions in black and white.
(a) to write on a paper (b) to write on a colored paper
(c) in hurry (d) in agreement
5. My results will come out tomorrow. I am keeping my fingers crossed.
(a) to make all possible efforts (b) to accept defeat
(c) hope for a positive outcome (d) be exactly accurate

OR

Q-3 (A) Give one word substitutes for the following:

1. One who looks the brighter side of things. (theist, atheist, optimist) (05)
2. One who eats human flesh. (Centenarian, carnivorous, cannibal)
3. A professional rider in horse races. (hypocrite, jockey, mimic)
4. The study of plants. (zoology, biology, botany)
5. An examination of a dead body. (postmortem, posthumous, morgue)

[B] Rewrite the words given below replacing the underlined words with antonyms. (05)
(worthless, complicated, cowardice, internal, imprisonment)

1. During the interview Samrat found all the questions simple.
2. Indians fought against Britishers for their liberty.
3. Swami Vivekanand is known for his bravery.
4. With Sachin's retirement, Indian team will lose its precious batsman.
5. Students are excited due to their external examination in next month.

[C] Make Prefixes by using the correct forms of the words given in brackets. (05)

1. There should bein Group Discussion. (argument)
2. The teacherthe students to participate in the competition. (courage)
3. I can givepresentation in the conference. (visual)
4. This is the given by Salman Khan. (graph)
5. Your clothes should not be induring the social functions.(order)

Q-4 [A] Describe the Process of Communication with the help of a suitable diagram. (10)

[B] Write a brief note on : The Attributes of Communication (05)

OR

Q-4 [A] Discuss the importance of communication in business at length. (10)

[B] Write a brief note on : Decoding in communication (05)

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