

(A-5) Seat No.: _____

No. of Printed Pages: 02

SARDAR PATEL UNIVERSITY
F.Y BBA (HONS) (HM) & (TTM) EXAMINATION
SEMESTER - I
TUESDAY, 15th NOVEMBER 2016
10:00 A.M. TO 12:00 P.M.
UM01FBBH01
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 Comment on the end of the story "Shroud"?
2 How did Nikolay achieve his goal?
3 How was Sir Mohan Lal treated by Bill and Jim? Do you think it was right? Why?
OR
- Q.1 Answer the following questions: [15]
1 How did Ivan and Nikolay spend their childhood?
2 How did Budhia die?
3 Why was Mason irritated by Pettigrew's behavior?
- Q.2 A What is Business communication? Explain the cycle of communication in detail. [08]
B Describe the merits, limitations and importance of Horizontal Communication in Business communication. [07]
OR
- Q.2 A Write about the Socio psychological Barriers to communication. [08]
B What are the various forms of Oral communication? Discuss the relative merits and limitations of oral communication. [07]
- Q.3 A Write a short note on the Semi Block Form with diagram as an important lay-out of business letter. [05]
B Draft a letter to Atithi Overseas Pvt Ltd., asking for a copy of their latest tour plans for Diwali vacation. State that you want to visit hill stations only. Ask for their best price packages for three couples. [10]
OR
- Q.3 A Write a short note on the difference between two lay-outs of business letter- Full Block Form and Hanging Indentation Form. [05]
B Write a letter from Lakme Co. Ltd., giving quotation for the supply of make-up kits. Emphasize in your letter the prompt delivery, best discounts and replacement facilities provided to your customers. [10]

①

(P.T.O.)

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

- | A | B |
|-------------|-------------|
| 1. captive | a. fade |
| 2. bent | b. Together |
| 3. blame | c. praise |
| 4. apart | d. straight |
| 5. brighten | e. free |

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

1. an examination of dead body
2. the practice of marrying more than one husband at a time
3. a strong desire to return home, home sickness
4. animals which give milk
5. a hater of womankind

C Write Synonyms of the following: [05]

1. circumvent 2. confine 3. chiefly 4. attractive 5. almost

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. transparent | a. wide |
| 2. strict | b. Scarce |
| 3. sober | c. drunk |
| 4. plentiful | d. lenient |
| 5. narrow | e. opaque |

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

1. a person who looks at the brighter side of things
2. one, who has lost parents
3. one, who knows everything
4. one, who cuts in stones
5. murder of oneself

— X —
②