

(4 & 9) Seat No: \_\_\_\_\_

No. Of Printed Pages: 3

# Sardar Patel University

BBA (HM/TTM)

CBCS Examination -Semester I

Tuesday November 15, 2016

Time: 10:00 am to 12:00pm

UM01FBBH02/T02

**Business Communication & Personality Development -I**

60 MARKS

- Q.1A. Give the definition of communication and discuss in detail the flow of communication. 08
- B. Discuss the process of communication. 07
- OR
- Q.1 Write short notes on: 15
1. Interpersonal
  2. Mass
  3. Intrapersonal
- Q2.A. What is an attitude? Discuss in detail the steps for building a positive attitude. 08
- B. What is team? Explain four attributes of a well-run team. 07
- OR
- Q.2A. Give the definition of time management and discuss in details for more effective personal time management. 08
- B. What is stress? Give the signs of stress and how to deal with it. 07
- Q3.A. Write note on: Scanning as a reading techniques. 05
- B. Read the following paragraph carefully and answer the questions that follow it. 10

In the twenty first century the world is a market. Trade and commerce are increasing very fast. Goods are produced and introduced in the market of the world. All this is done by advertisements. Advertisements are a vital necessity of modern trade and commerce.

It is almost impossible to escape from advertisement. Hoardings stare down at us from the sides of the roads and jingles and slogan assault our ears. Newspapers and magazines are full of advertisements. Radio advertises different goods. Cinema shows advertisements on the silver screen. Television is a good medium to advertise goods

It is rightly said, "No advertisement, no business". Advertisers are expert to popularize their goods. They study the minds of their customers; understand the

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(P.T.O.)

tastes and current fashions of the people. Attractive and colorful posters, short and sweet sentences catch the attention of the public.

Advertisements have many advantages. They enable customers to compare and contrast the different goods. They increase the circulation of newspaper and magazines. Newspaper and magazines are sold at cheaper prices because of advertisements. Radio and television also carry advertisements. Hence we get information and entertainment at lower price. But there are a few disadvantages of advertisements. They assault not only our eyes and ears but also our pockets. They actually raise the cost of products. Bogus goods are exaggerated to cheat the innocent customers. They disfigure the walls and make houses look ugly. Obscene advertisements appeal to the sexual instinct. However, they are a necessary evil, a part and parcel of modern trade and commerce.

**Questions:**

1. "Advertisements are vital necessity of modern trade and commerce."  
Do you agree? Why?
2. Where do you find advertisements?
3. How do the advertisers appeal to their customers?
4. Explain: "Advertisers are a necessary evil."
5. Give the meaning of:  
(a) Hoarding (b) Assault (c) Circulation (d) Exaggerated

OR

- Q3.A. Write notes on: Skimming as reading technique. 07  
B. Discuss in detail 'Comprehension' as a reading strategies 08

- Q4A. Fill in the blanks with appropriate verb form given in bracket: 05
1. The film wasn't very good. I \_\_\_\_\_ it very much. (enjoy)
  2. We went to Kate's house but she \_\_\_\_\_ at home (be)
  3. Hurry up! Everybody \_\_\_\_\_ for you. ( wait)
  4. \_\_\_\_\_ the news? You won't believe your eyes. (you / see)
  5. They \_\_\_\_\_ (live) in New York for 3 years, before they \_\_\_\_\_ (move) to Seattle three months ago.

- Q4B. Change the voice: 10
1. The kangaroo is found in Australia.
  2. Binit is opening the door.
  3. The peon was cleaning the room at that time.
  4. They have already read this story book.
  5. They went home after they had finished their work.

OR

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**Q4.A Fill in the blanks with the correct verb form.**

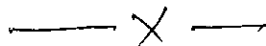
05

1. If the sun \_\_\_\_\_ (to shine), we \_\_\_\_\_ (to walk) into town.
2. If my friends \_\_\_\_\_ (to come), I \_\_\_\_\_ (to be) very happy.
3. If Rita \_\_\_\_\_ (to forget) her homework, the teacher \_\_\_\_\_ (to give) her a low mark.
4. If they \_\_\_\_\_ (to go) to the disco, they \_\_\_\_\_ (to listen) to loud music.
5. If you \_\_\_\_\_ (to wear) sandals in the mountains, you \_\_\_\_\_ (to slip) on the rocks.

**B. Fill in the blanks choosing the correct form of verb from bracket.**

10

1. One of my friends \_\_\_\_\_ gone to France. (has / have)
2. Each of the boys \_\_\_\_\_ given a present. (was / were)
3. Neither of the contestants \_\_\_\_\_ able to win a decisive victory. (was / were)
4. Oil and water \_\_\_\_\_ not mix. (do / does)
5. He and I \_\_\_\_\_ at Oxford together. (was / were)
6. Slow and steady ..... the race. (win / wins)
7. Neither Peter nor James ..... any right to the property. (has / have)
8. No prize or medal ..... given to the boy, though he stood first in the examination. (was / were)
9. Either Mary or Alice ..... responsible for this. (is / are)
10. Neither the Minister nor his colleagues ..... given any explanation for this. (have / has)



(3)

