

(37)

SEAT No. _____

No. of Printed Pages : 3

SARDARPATELUNIVERSITY
BBA ISM I Semester Examination
Saturday, 20th October, 2018
02:00 PM to 04:00 PM

Communication Skills for Management-I UM01ABBS21

Total Marks: 60

Note: Figures to the right indicates full marks:

- Q.1 Attempt the following: 15
- 1) What according to the Baroness, was the legend of Cernogratz?
 - 2) What did people think would be the result of the race?
 - 3) Why did Connie not go to Mrs. Winston's house?
- OR
- Q.1 Attempt the following: 15
- 1) How did Brindaban's marriage affect his relation with his father?
 - 2) Why did the police want to arrest him? Why did they not arrest him?
 - 3) How did Connie save herself?
- Q.2 A. Fill in the blanks with appropriate verb given in the bracket: 03
- 1) My friend ____ next week. (visit)
 - 2) Look! The sun ____ over the hills. (rise)
 - 3) I ____ everyday at 7o' clock. (get up)
- B. Change the Voice: 03
- 1) He will finish the work in a fortnight.
 - 2) Rama helps Hari.
 - 3) The peon opened the gate.
- C) Fill in the blanks in the following sentences with suitable Modals: 04
- 1) We ____ help the poor. (should, might, may)
 - 2) They ____ read Spanish. (may, should, can)
 - 3) You ____ leave your message after the beep sound. (can, must, shall)
 - 4) ____ you help me to start my car? (may, will, should)
- OR
- Q.2 A. Fill in the blanks with appropriate verb given in the bracket: 03
- 1) I ____ his gift a week ago. (receive)
 - 2) Look! The cows ____ on the road. (run)
 - 3) I ____ my exercise when Raj came to see me. (do)
- B. Change the Voice: 03
- 1) They made him king.
 - 2) When will you return my book?
 - 3) They use the video for teaching the students.

(P.T.O)

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C) Fill in the blanks in the following sentences with suitable Modals: 04

- 1) I feel sick, I ate too much, I ___ not eat so much. (should, might, may)
- 2) Ami is talented. She ___ speak six languages.(may, should, can)
- 3) we ___ follow the traffic rules.(can, must, shall)
- 4) If the doctor had come on time, he ___ have saved the patient.(ought,would,should)

Q.3 A) Fill in the blanks in the following sentences with the Phrasal Verbs: 05

- 1) Our agent regularly ___ the chemists to book orders for our medicine.
(call on, call back, call upon)
- 2) The meeting will ___ after the President has addressed the audience.
(break out, break down, break up)
- 3) You appear to be ___ to be a company secretary. (cut down, cut out, cut with)
- 4) I cannot ___ the trust of this project document. (make over, make out, make on)
- 5) Our Finance Minister will ___ in history as the most innovative economist our
Country. (go on, go down, go off)

B) Match A with B: Antonyms 05

- | A | B |
|-------------|-----------|
| 1) Rectify | Spiritual |
| 2) Scanty | Plentiful |
| 3) Emigrant | Falsify |
| 4) Fickle | Immigrant |
| 5) Physical | Constant |

C) Match A with B: Synonyms 05

- | A | B |
|--------------|-------------|
| 1) Marvelous | Avoid |
| 2) Abstain | Humiliation |
| 3) disgrace | Fabulous |
| 4) Concise | Unethical |
| 5) Immoral | Brief |

OR

Q.3 A) Rewrite the sentences giving the right meaning of the underlined idioms: 05
(to get support, in the prison, an important person, unexpected revelation, extremely happy.)

- 1) Can you please let me know that who is behind the bar?
- 2) Mukesh Ambani is a big fish for the reliance group of company.
- 3) When the case of Polio registered it was an eye opener to all.
- 4) Rahul will never get the good back up from the other political parties.
- 5) After clearing the exam, she is on cloud nine.

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B) Fill in the by using the correct forms of the words given in the bracket(prefixes/suffixes) 05

- 1) I had a ___ night last night.(sleep)
- 2) People are ___ during holidays.(joy)
- 3) The assignment is ___ no one will accept that. (complete)
- 4) Don't be so ___ life goes on. (emotion)
- 5) Big companies are threatening to ___ small indigenous units. (sell)

C) Write one word substitution: 05

- 1) A poem of lamentation-
- 2) A place where government or public records are kept-
- 3) A place for Dog-
- 4) One who believes in fate-
- 5) A line at which the earth and the sky seem to meet-

Q.4 A) Write a note on the Concept of Communication and Attributes of Communication. 10

B) Importance of Communication in Business. 05

OR

Q.4 A) Examine in detail the Process of Communication with suitable diagram. 10

B) Importance of Feedback 05



