

(41 & 45)

SEAT No. _____

No. of Printed Pages: 02

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SARDAR PATEL UNIVERSITY

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

**SATURDAY, 20th OCTOBER 2018
02:00 P.M. TO 04:00 P.M.**

UM01FBBH/T02

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 What did Ghisu and Madhav buy? Why?
2 What was Nikolay's ambition? How did he realize his ambition?
3 Comment on the end of the story 'Karma'.

OR

- Q.1 Answer the following questions: [15]
1 Why did Budhia die?
2 What did Mrs. Salmon see at 2.00 a.m.?
3 How did Sir Mohan Lal usually impress the fellow passengers?

- 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 What is meant by 'Media' of communication? Broadly discuss the relative merits and demerits of any one medium of communication. [08]
B What is the importance of computer based communication in business? What are the advantages and disadvantages of it? [07]

- Q.3 A Explain the Hanging Indentation Form (lay-out) of a letter with its diagram. [05]
B Write a letter to KAREENA GENERAL STORE, asking for the latest price and time of delivery of Chaniya Choli and Saris. [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]

(1)

(P.T.O.)

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

- | A | B |
|--------------|-----------------|
| 1. elaborate | a. aristocratic |
| 2. explicit | b. authenticate |
| 3. persecute | c. embellish |
| 4. noble | d. specific |
| 5. verify | e. Harass |

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 Antonyms of the following: [05]

1. dainty 2. Voluntary 3. Optimist 4. imitation 5. lender

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. She uses her charm to manipulate people.
3. They implemented the plan with some alteration.
4. He impressed everyone with his courteous behavior.
5. The results Implicate poor hygiene as one cause of the outbreak.

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 speech or a presentation made without previous preparation
2. The custom of having more than one wife at a time
3. One who does not believe in the existence of god.
4. A person with an evil reputation
5. That which cannot be avoided

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