

(15717)

SARDAR PATEL UNIVERSITY**F.Y BBA (HONS) (HM) & (TTM) EXAMINATION****SEMESTER - II****TUESDAY, 06th APRIL 2015****02:30 P.M. TO 04:30 P.M.****UM02FBBH/T01****COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT - II****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 was responsible for the change in people's attitude?
 2 Did Radha like old cypress? Why?
 3 Describe the end of the story "The Long Exile".
OR
- Q.1 Answer the following questions: [15]
 1 Write a note on Aditi.
 2 Why was Aksionov arrested by police?
 3 Who discovered the new forms of Cephalopods? How?
- Q.2 A Discuss the importance of suggestion and motivation as important objectives of communication. [08]
 B Explain the importance of Non-Verbal Communication in brief. [07]
OR
- Q.2 A Define Non-Verbal Communication. Broadly discuss the relative merits and demerits of Kinesics-body language. [08]
 B Explain in brief any two principles of communication with example. [07]
- Q.3 A Place an order for certain goods which you reserve the right to reject if delivered after more than 5 days of the date of order, State that they are to be sent by parcel post. [08]
 B You have received quotations from Mafatlal Mills Ltd. for high grade cotton suiting. While placing the order, make it a point to ask them to accept the order only if they are prepared to reduce the price by 10% since equally good suiting of other companies are available in the market at more favourable prices. [07]
OR
- Q.3 A You have received an order from Kalaniketan, Ahmedabad, for different varieties of women's dresses. Write a reply giving the time and mode of shipment. Also mention the mode of payment you prefer. [08]
 B Place an order with VOLTAS COMPANY Ltd., for the supply of Air Conditioners [07]

in various capacities and designs with different features. Emphasize the prompt execution of your order in your letter and also ask for the discount.

Q.4 A Choose the correct spelling and write in answer: [05]

For example:

	garantee	Guarantee	guarantee
Ans:	guarantee		
1.	separated	Seprated	seperated
2.	appology	Apology	apology
3.	persuit	Pursuet	pursuit
4.	receipt	Receipt	receipt
5.	supritendent	Superintebdent	superintendent

B Write meaning of the idioms given below: [05]

1. be in and out
2. burn the midnight oil
3. call it a day
4. make up one's mind
5. give someone a hand

C Write one sentence by using the following verbal phrases: [05]

1. hold back
2. See through
3. Carry out
4. Call on
5. Let off

OR

Q.4 A Find out the word miss pelt from the following sentences and rewrite them by replacing it with the correct spelling. [05]

1. It's my priviledge to welcome you all on this occasion.
2. Law and order must be maintained in the society.
3. It was a humourus situation for him.
4. The letter could not be delivered on time due to wrong addres written on it.
5. The government should take some concrete steps for the development of iliterate people.

B Fill in the blanks with appropriate verbal phrases by using it from the bracket given below: [05]

(fall in with, run out, hold on, cry down, pulled through)

1. The supplies of petrol are sure to
2. The scheme was ultimately
3. Will you for a moment? I'll just put you through to Mrs. Mehra.
4. I found it difficult to persuade the Chairman to my suggestions.
5. One must not the suggestions given by others.

C Match the idioms in A with their meanings in B

[05]

A

1. at the eleventh hour
2. dicey
3. for ages
4. couch potato
5. keep one's fingers crossed

B

- a. uncertain
- b. for a very long time
- c. hope for the best
- d. almost too late
- e. someone who spends too much time watching TV
