

SEAT No. _____

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(A28)

SARDAR PATEL UNIVERSITY

F.Y BBA (HONS) (HM) & (TTM) EXAMINATION

SEMESTER - II

MONDAY, 26th MARCH 2018

02:00 P.M. TO 04:00 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 Why was Radha taking too much time for packing?
- 3 Write a summary of the story "The Long Exile".

OR

Q.1 Answer the following questions: [15]

- 1 Draw a character sketch of Aditi.
- 2 Why was Aksionov arrested by police?
- 3 Who discovered the new forms of Cephalopods? How?

Q.2 A Write a note on any two important objectives of communication. [08]

B What is Non-Verbal Communication? Explain in brief. [07]

OR

Q.2 A Discuss in detail about Kinesics-body language. [08]

B Explain in brief any two principles of communication with example. [07]

Q.3 A Write a letter to place an order for mobiles which you reserve the right to reject if delivered after more than 07 days of the date of order, State that they are to be sent by speed post. [08]

B Place an order for Astral Pipe fittings and convince them to reduce the price by minimum 15%. [07]

OR

Q.3 A You have received an order from Vimal Suiting & Shirting, Mumbai for 500 pairs of suiting & shirting. Write a reply giving the time and mode of shipment. Also talk about the mode of payment you prefer. [08]

B Place an order with MITSUBISHI COMPANY Ltd., for the supply of Air Conditioners in various capacities and designs with different features. Emphasize the prompt execution of your order in your letter and also ask for the discount. [07]

(1)

(P.T.O.)

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

For example:

garantee	Guarantee	guarantee
Ans: guarantee		
1. summar	summer	Sammar
2. supritendent	Superintebdent	superintendent
3. implement	impliment	implemment
4. umbrella	umbrela	umbralla
5. sentence	sentense	sentance

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. go on
2. Keep on
3. Carry on
4. Blow up
5. Break up

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. Everyone came to the party accept Kareena kapoor khan.
2. Law and order must be maintened in the society.
3. There house is on top of a hill.
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.

2

C Match the idioms in *A* with their meanings in *B*

[05]

A

B

- | | |
|-------------------------------|---|
| 1. at the eleventh hour | a. uncertain |
| 2. dicey | b. for a very long time |
| 3. for ages | c. hope for the best |
| 4. couch potato | d. almost too late |
| 5. keep one's fingers crossed | e. someone who spends too much time watching TV |

-X-
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