

SEAT No. _____

[92/97]

No. of Printed Pages: 1

SARDAR PATEL UNIVERSITY

**F.Y BBA (HONS) (HM) EXAMINATION
SEMESTER - II**

MONDAY, 26th MARCH 2018

02:00 P.M. TO 04:00 P.M.

UM02FBBH04/T04

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 Write a summary of "Snake in the Grass".
2 Describe the main points Jawaharlal emphasized in "Letter to Indu".
3 How did Hari Singh come back to Anil?
- OR**
- Q.1 Answer the following questions: [15]
1 Explain the moral of "A Thief Story" in brief.
2 Do you think Dasa had caught the Cobra? Give reasons.
3 Describe the end of "Dolly At the Dentist".
- Q.2 A Explain Kinesics as an important part of Non-Verbal Communication. [08]
B Write a note on 04 Cs (Principles) of Effective Communication. [07]
- OR**
- Q.2 A Write a note on Chronemics with examples. [08]
B Describe how Proxemics communicate message without words. [07]
- Q.3 A Explain the purposes of Presentation in detail. [08]
B Write a note on "Paralinguistics". [07]
- OR**
- Q.3 A Explain how audience and locale analysis help in making presentation effective. [08]
B Transcribe the following phonemic scripts into words: [07]
1. /ə'baʊt/ 2. /'laɪk/ 3. /'dɑːns/ 4. /'feɪs/ 5. /'hæpɪ/ 6. /'ki:p/
7. /'li:f/
- Q.4 Describe the summary of "Old Man & The Sea" in brief in your own words. [15]
- OR**
- 1 Write a short note on Santiago's struggle in "Old Man & The Sea". [08]
2 Describe the end of "Old Man & The Sea". [07]

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