

(20)

SARDAR PATEL UNIVERSITY

F Y B B A SEM-II

Monday, 17 February 2014
2.30 - 4.30 pm

UM02FBBAH01 Marks-60

Communication Skills & Personality Development

Q-1 Answer the following questions: (15)

- 1 Who was Hill? How did he die?
- 2 Describe Moriarty's struggle to give up the bad habit?
- 3 Describe the house of Kin San.

OR

Q-1 Answer the following questions: (15)

- 1 How did the people of the Estate treat Pup?
- 2 Why did Markar confess his guilt?

Q-2 (A) Discuss Psychological Barriers with examples. (08)

(B) Write a note on Consensus. (07)

OR

Q-2 (A) Discuss Vertical Communication with examples. (08)

(B) Write a note on Semantic Barriers. (07)

Q-3 (A) Place an order for towels, napkins & bed sheets for the new hotel soon you are going to open (08)

(B) You have received an order from Kavita hosiery mart Anand for different varieties of men's and women's cotton night dresses. Write a reply giving the time and mode of delivery. Also mention the mode of payment you prefer. (07)

OR

Q-3(A) as a retailer draft a letter to Gujarat paper limited, Ahmedabad placing an urgent order for different varieties of size and colour of chart paper, & bond paper. (08)

(B) Acknowledge an order for 200 dozen of 'Ayush' brand herbal washing and bathing soaps, regretting that you cannot supply them as u have discontinued production of that brand (07)

Q-4 (A) Write one word substitution for the following:

(05)

- 1 People working together in the same office or department.
- 2 A letter, poem etc, whose author is unknown.
- 3 One who feel sympathetic towards human beings.
- 4 One who is not easily pleased.
- 5 Inscription on a tomb stone.

(B) Fill in the blanks with appropriate phrasal verbs.

(05)

1 When riots----- in the city, all industrial activity came to a standstill.

(a) Broke out (b) broke at (c) broke in

2 The inauguration of the plant ----- on Tuesday last.

(a) came off (b) came of (c) came on

3 One must not always----- the suggestions given by others.

(a) Calls on (b) calls upon (c) calls down

4 He was ----- by his union to fight for his rights.

(a) backed on (b) backed up (c) backed in

(C) Match the Idioms given in Group A with their meanings in Group B

(05)

A B

1 Be use to * 1 inflexible

2 bull-headed 2 too difficult

3 Call it a day 3 be accustomed to

4 Over one's head 4 stop work for the day

5 fire someone 5 dismiss someone from a job

OR

Q-4 (A) Write one-word substitution for the following:

(05)

- 1 One who makes an official examination of accounts.
- 2 One who is self-absorbed and self-centered.
- 3 Work for which no salary is paid.

4 A medicine that kills germs.

5 Men living in the same age.

(B) Fill in the blanks with appropriate phrasal verbs given in the brackets: (05)

(Cut down, break up, see through, held back, carry on)

1 If you ----- working hard, your business will soon flourish.

2 No important facts should ----- from the policy makers.

3 We could easily ----- their evasive tactics.

4 The meeting will ----- after the president has addressed the audience.

5 We have taken some effective measures to ----- the expenditure.

(C) Match Idioms in Group A with their meanings in Group B: (05)

A B

- | | |
|-----------------------|-----------------------------|
| 1 A yes man | 1 help some one |
| 2 Savvy | 2 for a very long time |
| 3 give someone a hand | 3 check something regularly |
| 4 for ages | 4 agreeing with every one |
| 5 keep an eye on | 5 knowledgeable about |