

SC

(14)

SEAT No. _____ SARDAR PATEL UNIVERSITY

No. of Printed Pages : 1

BCOM (Honours) (03 Years) (Semester-II) EXAMINATION

2018

04 April, Wednesday

10:00 am to 12:00 pm

UB02FCOH01- Introductory Language and Communication Skills-II

NOTE: Figures to the right indicate full marks to the questions concerned.

Marks: 60

Q-1 A How 'Courtesy' would be useful to make communication effective? Explain at length. 08

B Write a detailed note on: Kinesics 07

OR

Q-1 A Explain 'Completeness' as one of the Principles of effective communication. Give relevant examples wherever needed. 08

B Write a detailed note on: Proxemics 07

Q-2 A Explain the six Purposes of Presentation at length. 10

B Write a brief note on: The meaning and the Purpose of Presentation 05

OR

Q-2 A Write a detailed note on Factors of Audience Analysis. Support your arguments with relevant examples. 10

B Write a brief note on: Paralinguistics 05

Q-3 Attempt the following: (Any three) 15

1. How did Biniya get Blue Umbrella?
2. What are the strengths and weaknesses of the novel Blue Umbrella in your opinion?
3. Describe Biniya's family
4. Discuss the major incidents of the novel Blue Umbrella

Q-4 Write notes on the following:

1. Comment on the Opening of the novel Blue Umbrella 08
2. Sketch the character of Biniya 07

OR

Q-4 Write notes on the following:

1. Comment on the End of the novel Blue Umbrella 08
2. Sketch the character of Ram Bharosa 07

(1)