

PARUL UNIVERSITY
FACULTY OF SOCIAL WORK
BSW, Winter 2017-18 Examination

Semester: 3
Subject Code: 10193201
Subject Name: Communication Skills - I

Date: 30/12/17
Time: 10:30am-1:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.

A) Use the related to fill in the slot. (Any 20 out of 22) (Each of ½ mark) (10)

1. Talkative _____
2. Showing a fine economy in the use of the words _____
3. Silence _____
4. Stereotype _____
5. Persuasiveness _____
6. Awkwardness _____
7. Repetitiousness _____
8. Fluency in speech _____
9. Rambling chatter _____
10. Noisy, loud _____
11. A speech to oneself _____
12. One who can throw his voice _____
13. Informal expression used in everyday conversation _____
14. Unwillingness to talk. _____
15. A strict disciplinarian _____
16. A dabbler in the arts _____
17. Loud-mouthed female _____
18. A fig shower _____
19. A strict patriot _____
20. Fatherhood _____
21. Marriage _____
22. Killing oneself _____

B) Write meaning of the given idioms and use them in sentences. (Any 8 out of 9) (08)

(Each of one mark)

1. To get the wrong end of the stick
2. To be over the moon
3. To make a meal out of everything
4. To eat your words
5. To beat around the bush
6. To put in a nutshell
7. To swell with pride
8. To keep your chin up
9. To shake in your shoe

Q.2 A) State whether the statements are true or false. (08)

1. Laconic person uses more words than needed.
2. The root of taciturn is taceo.
3. Ventriloquism is an art of speaking from the belly.
4. Chauvinist person hates his own country.
5. Virago woman uses modesty while speaking.
6. Flattery is one of the virtues of sycophant.
7. Jean Martinet was known for strict behavior.
8. Fratricide means the murder of one's own sister.

B) You happen to meet your star idol on the festive occasion of Diwali and are feeling on top of the world. You cannot contain your joy and decide to inform all your friends, who, too, become excited on hearing the news. Write a diary entry about it. (05)

Q.3 (A) Read the given paragraph and answer the questions given below it (any seven).**(07)**

The day after Thanksgiving is the start of the holiday shopping season. Thanks giving is always on a Thursday, so the day after is a Friday. This day has come to be known as Black Friday. It has been the busiest shopping day of the year since 2005. Most stores offer great deals on Black Friday. They open their doors in the wee hours of the morning. They try to attract shoppers with big discounts. Some items like TVs are much cheaper than usual. Stores may even lose money on these items. They hope that shoppers will buy gifts for other people while they are in the store. Black Friday is a great time to get good deals. The problem is that there are not enough low priced items to go around. Each store may only have a few. These items are in high demand. People stand in long lines to get such great deals. They may line up hours before a store opens. They may be hoping to get a low price on a TV or laptop, but not everyone who wants one will get one. Some people leave disappointed. The situation can be tense. Some Black Friday events have been violent. Large, eager crowds have trampled workers. Fights have broken out over toys or people cutting in line. People have shot one another over parking spots. But most Black Friday events are safe and fun. Still, if you plan on going, expect large crowds and a bit of shoving. So where does the name "Black Friday" come from? It was first used in Philadelphia in the 1950s. The police called this day Black Friday because of the heavy traffic it drew. In the 1960s, stores tried to rename the day "Big Friday." It did not stick. The name "Black Friday" continued to spread across the country. It seems that it is here to stay. Now people all over the country take part in the event known as Black Friday. It is even spreading to other parts of the world. Stores have held Black Friday events in the U.K., Australia, and Brazil since 2012. In Costa Rica Black Friday is known as "Viernes Negro." And in Mexico, stores offer an annual weekend of discounts. They call it "El Buen Fin," which means "the good weekend" in Spanish. I guess the language of savings is universal.

1. According to the text, why do stores set prices so low on some items that they lose money?
 - a. They want people to enjoy the holidays.
 - b. They hope people will buy other gifts while they are in the store.
 - c. They are in a giving mood because the holiday season is just beginning.
 - d. They are trying to get rid of old items from last year to make room for new items.
2. Which is not true about Black Friday?
 - a. Black Friday is always the day after Thanksgiving.
 - b. Black Friday is the busiest shopping day of the year.
 - c. Black Friday is a national holiday.
 - d. Black Friday is the start of the holiday shopping season.
3. Where does the name Black Friday come from?
 - a. The police called this day Black Friday because there is a lot of traffic.
 - b. The stores called this day Black Friday because it is a serious shopping day.
 - c. The police called this day Black Friday to remember the victims of violence.
 - d. The stores called this day Black Friday because they make a lot of money.
4. Situation can be tensed because of the.....
 - a. the police
 - b. the crowd
 - c. the shopkeepers
 - d. the traffic
5. Which country does not participate in Black Friday?
 - a. France
 - b. Costa Rica
 - c. Brazil
 - d. United Kingdom
6. In the 1960s, stores tried to rename the day "_____."
 - a. Big Friday.
 - b. Big Day
 - c. Black Friday.
 - d. Black big day.
7. Which title best expresses the author's purpose in writing this text?
 - a. Black Friday: Stories from the Parking Lot
 - b. Black Friday: Why You Should Go This Year
 - c. Black Friday: The Stuff That You Should Know
 - d. Black Friday: How to Save Money on the Big Day
8. The _____ call the event 'a good weekend'
 - a. Spanish
 - b. English
 - c. Brazilian
 - d. Mexican

B) Read the following article and write a summary.**(04)**

Background: Despite a recent surge in tobacco advertising and the recent advertising ban (pending enforcement at the time of this study), there are few studies describing current cigarette marketing in India. This study sought to assess cigarette companies' marketing strategies in Mumbai, India.

Methods: A two week field study was conducted in Mumbai in September 2003, observing, documenting, and collecting cigarette advertising on billboards, storefronts and at point of sale along two major thoroughfares, and performing a content analysis of news, film industry, and women's magazines and three newspapers.

Results: Cigarette advertising was ubiquitous in the environment, present in news and in film magazines, but not in women's magazines or the newspapers. The four major advertising campaigns all associated smoking with aspiration; the premium brands targeting the higher socioeconomic status market utilised tangible images of westernisation and affluence whereas the "bingo" (low priced) segment advertisements invited smokers to belong to a league of their own and "rise to the taste" using intangible images. Women were not depicted smoking, but were present in cigarette advertisements—for example, a woman almost always accompanied a man in "the man with the smooth edge" Four Square campaign. Advertisements and product placements at low heights and next to candies at point of sale were easily accessible by children. In view of the imminent enforcement of the ban on tobacco advertisements, cigarette companies are increasing advertising for the existing brand images, launching brand extensions, and brand stretching.

Conclusion: Cigarette companies have developed sophisticated campaigns targeting men, women, and children in different socioeconomic groups. Many of these strategies circumvent the Indian tobacco advertising ban. Understanding these marketing strategies is critical to minimise the exploitation of loopholes in tobacco control legislation

OR**B) Read the following article and write a summary.****(04)**

A recent Lancet article reported the first reliable estimates of suicide rates in India. National-level suicide rates are among the highest in the world, but suicide rates vary sharply between states and the causes of these differences are disputed. We test whether differences in the structure of agricultural production explain inter-state variation in suicides rates. This hypothesis is supported by a large number of qualitative studies, which argue that the liberalization of the agricultural sector in the early-1990s led to an agrarian crisis and that consequently farmers with certain socioeconomic characteristics—cash crops cultivators, with marginal landholdings, and debts—are at particular risk of committing suicide. The recent Lancet study, however, contends that there is no evidence to support this hypothesis.

Methods We report scatter diagrams and linear regression models that combine the new state-level suicide rate estimates and the proportion of marginal farmers, cash crop cultivation, and indebted farmers.

Results When we include all variables in the regression equation there is a significant positive relationship between the percentage of marginal farmers, cash crop production, and indebted farmers, and suicide rates. This model accounts for almost 75% of inter-state variation in suicide rates. If the proportion of marginal farmers, cash crops, or indebted farmers were reduced by 1%, the suicide rate—suicides per 100,000 per year—would fall by 0·437, 0·518 or 0·549 respectively, when all other variables are held constant.

Conclusions Even if the Indian state is unable to enact land reforms due to the power of local elites, interventions to stabilize the price of cash crops and relieve indebted farmers may be effective at reducing suicide rates.

Q.4 Descriptive writing in around 200 words. (Each of six mark) (Any 3 out of 4)**(18)**

1. Write a detail note on Movie Review Writing.
2. Write a movie review on the movie called *The Walk*.
3. Write an essay on *Child Labour*. Mention problems and solutions.
4. Write a narrative essay on *Childhood*.