

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com. (Hons) Summer 2017 – 18 Examination**

**Semester: 1**  
**Subject Code: 16193101**  
**Subject Name: Communication Skills - I**

**Date: 08/06/2018**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

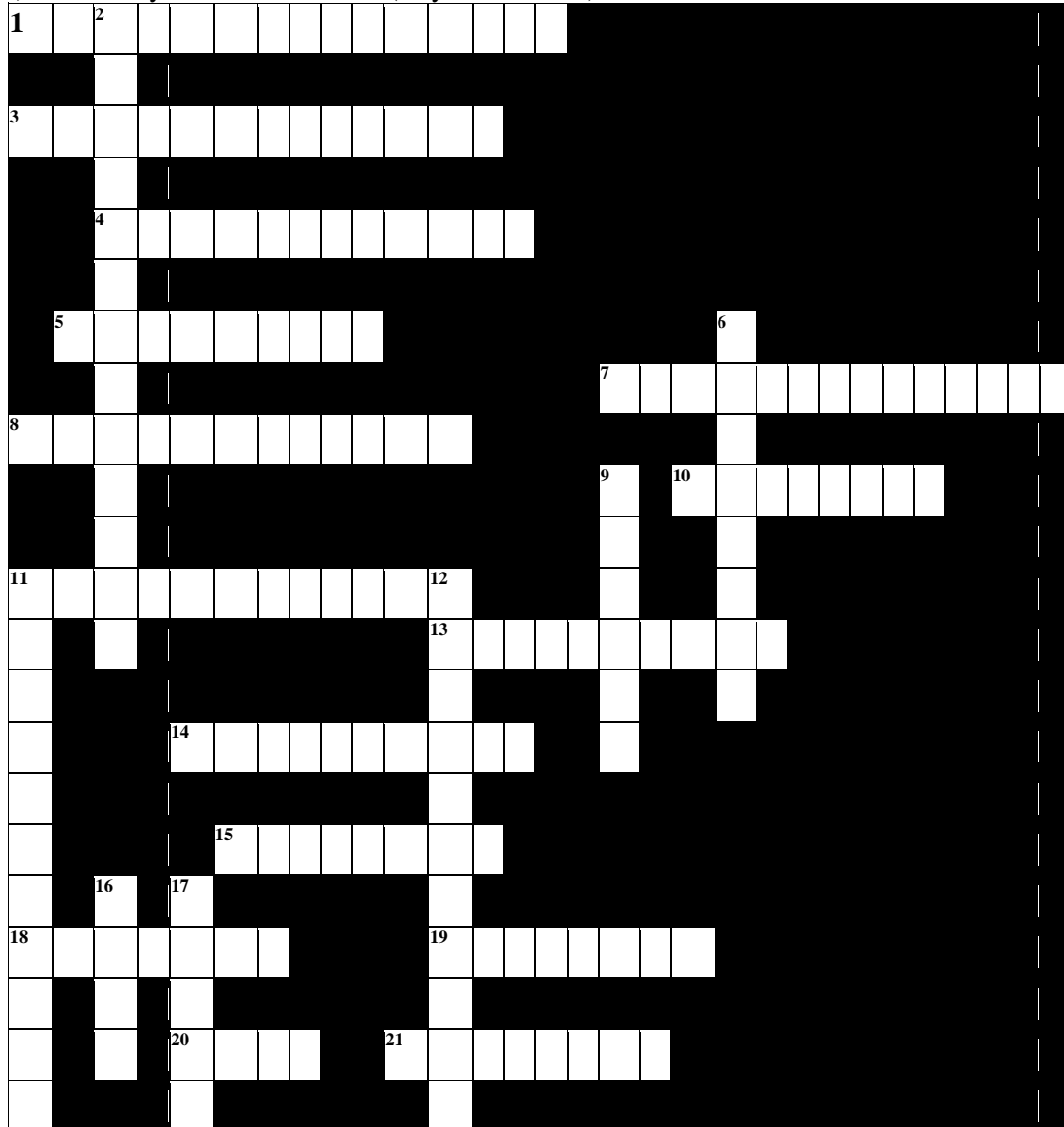
**Instructions:**

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.** (Each of ½ Marks)

**A) Vocabulary-Crossword Puzzle** (Any 20 out of 22)

**(10)**



**Across:**

- 1     Designing product that distinguishes it from other companies
  
- 3     Making the brand less powerful

- 4 Allows marketers to identify the needs of customers
- 5 System in which member in an organization are placed according to authority
- 7 Activity of attempting to categorize people in different groups
- 8 people working under the head are called
- 10 The art and science of using brands
- 11 Something that is intended to be kept secret
- 13 Synonym for job
- 14 One who gives expert advice professionally
- 15 Means to assign and distribute work
- 18 this theory involves humanitarian
- 19 A person who comes to buy things at shop
- 20 Defined as the name of place, person, or thing
- 21 Things that you buy at shop

**Down:**

- 2 Brand owned by a company is called
- 6 theory X was proposed by
- 9 money paid to employees for work
- 11 Defined as word used for joining two words or sentences
- 12 It allows costumer to collect points
- 16 Denotes action
- 17 It is name given to a product

**B) Objective type questions. (Any 26 out of 28)**

**(13)**

(For example MCQ, Fill in the blanks, True or False, Finding errors, Crossword puzzle, Match the following, Cloze test, etc...)

1. This is defined as the name of place, person, or thing.
  - (a) noun
  - (b) preposition
  - (c) pronoun
  - (d) adjective
2. The police \_\_\_\_\_ on the lookout for the burglar.
  - (a) is
  - (b) are
  - (c) both are correct
  - (d) has
3. It is the principal and not the teachers who \_\_\_\_\_ angered all the students.
  - (a) have
  - (b) had
  - (c) has
  - (d) none of these

4. Everyone \_\_\_\_ finished the project.
- (a) has (c) have  
(b) had (d) both (a) and (c)
5. The way you relate to and work with others at the same level in the organization is called.....
- (a) Deer relationships (c) recognition  
(b) Peer Relationships (d) none of these
6. This happens when costumers are happy with your products.
- (a) Customer satisfaction (c) customer loyalty  
(b) Customer delight (d) customer defection
7. This happens when costumers are extremely happy with your products.
- (a) Customer satisfaction (c) customer loyalty  
(b) Customer delight (d) customer defection
8. What does CRM stand for?
- (a) Customer Reliability Management (c) customer Relationship Management  
(b) Customer Rate Management (d) customer Retail Management
9. Market, where we deal with customers individually is called.....
- (a) Segment marketing (c) One-to-one marketing  
(b) Mass Customization (d) none of these
10. A .....is a group of customers or potential customers with similar characteristic, needs and requirements.
- (a) Segment (c) target group  
(b) Occupation (d) none of these
11. This system is a classification of residential neighborhoods used by marketers in Britain.
- (a) WALS (c) ACORN  
(b) VALS (d) None of these
12. It is defined as a word which is used for joining two words, sentences or phrase.
- (a) Preposition (c) Noun  
(b) Conjunction (d) Pronoun
13. The cat was killed by the dog. Identify the voice.
- (a) Active (c) Direct  
(b) Passive (d) Indirect
14. She is drinking water. Identify the voice.
- (a) Active (c) Direct  
(b) Passive (d) Indirect
15. It is the activity of attempting to categorize people into groups such as fulfilleds and experiencers.
- (a) Psychographic Segmentation (c) Behavioral Segmentation  
(b) Demographic Segmentation (d) None of these
16. Honesty is still the best policy. Identify the abstract noun.
- (a) policy (c) the  
(b) best (d) honesty
17. In this segment, customers are divided up on the basis of occupation and social class.
- (a) Psychographic Segmentation (c) Behavioral Segmentation  
(b) Demographic Segmentation (d) None of these
18. A.....is a name given to a product or group of product so that it ca be easily recognized.
- (a) Branding (c) Generic Brand  
(b) differentiation (d) Brand
19. It is the most important one owned by an organization- e.g. coke owned by Coca Cola.
- (a) Branding (c) Generic Brand  
(b) Brand extension (d) Flagship Brand
20. This kind of brand is used on a variety of different products. e.g. Nestle used on all the food products.
- (a) Branding (c) Generic Brand  
(b) Brand extension (d) Flagship Brand

21. Your heart is broken by him. Identify the voice.
 

|             |              |
|-------------|--------------|
| (a) Active  | (c) Direct   |
| (b) Passive | (d) Indirect |
22. He is writing a letter to her. Identify the voice.
 

|             |              |
|-------------|--------------|
| (a) Active  | (c) Direct   |
| (b) Passive | (d) Indirect |
23. Though she liked him, she could not speak her heart. Identify the conjunction.
 

|            |           |
|------------|-----------|
| (a) she    | (c) like  |
| (b) though | (d) heart |
24. She said, " we haven't found her yet". Identify the conjunction.
 

|          |           |
|----------|-----------|
| (a) we   | (c) found |
| (b) said | (d) yet   |
25. Is the feeling that you have been successful in reaching your goals.
 

|                    |              |
|--------------------|--------------|
| (a) responsibility | (c) job      |
| (b) achievement    | (d) security |
26. A \_\_\_\_\_ is the overall purpose and goals of the organization.
 

|                 |                 |
|-----------------|-----------------|
| (a) policy      | (c) supervision |
| (b) advancement | (d) salary      |
27. This theory was proposed by Douglas McGregor
 

|              |                   |
|--------------|-------------------|
| (a) Theory Y | (c) Theory W      |
| (b) Theory X | (d) none of these |
28. There.....books on the table.
 

|         |           |
|---------|-----------|
| (a) is  | (c) will  |
| (b) are | (d) shall |

**Q.2 Short answer questions.** (Each of three Marks) (Any 4 out of 6) (12)

1. What is brand positioning?
2. What is segmentation?
3. What do you understand by costumer loyalty and costumer dissatisfaction?
4. Define Brand Equity.
5. Define costumer group.
6. Write about theory X and Y.

**Q.3 A) Reading comprehension.** (Any 5 out of 6) (05)

Crisp white sheets of paper are scattered across Ruskin Bond's antique writing table. There is no chair. He sits on the bed to compose his tales. The moment he gets tired, he lies down and takes a nap. Through the window he can see Landour's picturesque mountains, eclipsed by a building or two. He sometimes imagines an unhindered view. With a short film based on his story, *The Black Cat*, premiering last month and showing at several upcoming Indian film festivals, the ageing fox is as current as ever. Since he published his first short story, "Untouchables", at the age of 16, Bond has resonated with readers across age groups. Now, the late Tom Alter and Shernaz Patel are bringing his words to life in the film by director Bhargav Saikia. "I like Saikia's approach. He is sensitive and does not believe in changing the thematic essence of the story," says Bond. The ground floor of the beloved author's house in the hills of Mussoorie is a republic of rugs and cushions. The first one is reserved for ghosts from the era in between the two world wars (they're harmless, he says), and his neat kitchen is ornamented by single malts and a lone bottle of Old Monk rum. His well-received recent autobiography, *Lone Fox Dancing*, focuses on his early life, including the lonely childhood he believes shaped him as a writer. But "later years have witnessed interesting things? which I would like to share", he says, hinting at another memoir in the making. Will it include all the secrets left out of the first one? "You mean erotic dreams, fantasies and other stuff that would never be approved to go to print?" he smiles. Switching off the light in his bedroom-cum-writing studio, he points at the table, rather than the bed. "I love tales," he says.

1. Which story of the person in the passage has been made into a short film?
2. Which was the first story of the author?

3. What is the punch line of the person in the passage?
4. At what age did the person in passage write his first story?
5. Where is the home of the author?
6. Give the passage a suitable title.

B) Note making. (4 marks)

(04)

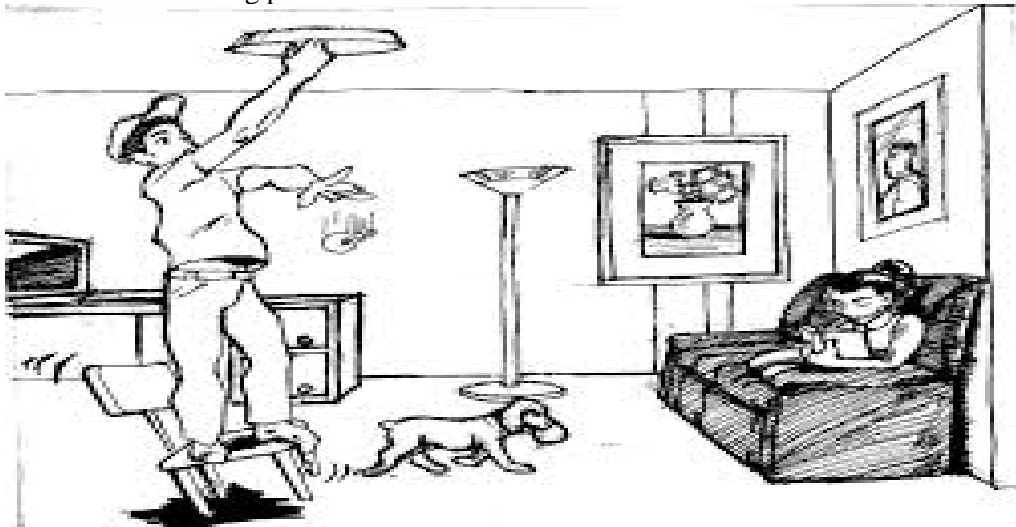
Make a note from the paragraph given above **Q. 3A.**

**Q.4 Descriptive writing in around 100 words.** (Each of four Marks) (Any 4 out of 5)

(16)

(E-mail, Picture description, Paragraph writing, Story writing)

1. You are looking for a security service for your college premises. Signing as Mr. Shaishav Shah, Write an email to check and mate security services. Mention your requirements and necessary details.
2. Choose a person or a relative you know who you think is very interesting and describe him or her in detail, write a story on an event which made you think he or she is interesting.
3. Write a paragraph on a dream destination that you would like to visit.
4. Describe the following picture in about 100-150 words.



5. Write a paragraph about an incident of your life that you would never forget.