Seat No:	Enrollment No:

## PARUL UNIVERSITY FACULTY OF COMMERCE

B.Com. (Hons) Winter 2017 – 18 Examination

Semester: 1 Date: 21/12/2017

Subject Code: 16193101 Time: 10:30am to 1:00pm

Subject Name: Communication Skills - I 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) Match the following: (Any 20 out of 22)

  1 I want the satellite dish to be installed at a time
  - that suited me.
  - I had some questions about how to use the service, so I looked at the sky website. It answered all my questions.
  - 3 The cost is very reasonable considering all the channels you get.
  - 4 I wanted a TV service with a good reception. The ordinary TV signal in my area is very bad.
  - 5 The systematic analysis of customer claims constitutes an important source of information on customer
  - 6 Dreze has researched customer
  - 7 The company's acquisition of it's rival led to customer
  - 8 Maintaining customer
  - 9 You can sometimes obtain customer
  - 10 Father of three children who spends a large part of his weekends in do-it-yourself stores
  - 11 A middle aged person who goes out to buy a vacuum cleaner, chooses a Hoover and avoids the new 'hi-tech' brands like dyson.
  - 12 A professional person in her 30s earning \$80,000 a year who buys opera tickets at \$100 each
  - 13 A single woman of 22 who spends a large proportion of her income eating out and on clubbing without thinking much about her spending
  - 14 A woman in her late 20s who spends 30 per cent of her income on expensive clothes brands so as to feel more at ease with colleagues who are earning more than her
  - 15 Someone with basic pension struggling to reach the end of the month, who buys food brands the she knew in her childhood
  - 16 The \$40 million perfume bottle manufacturing
  - 17 Our improved financial results are due to better manufacturing productivity
  - 18 North Kentucky has lost about 1,700 manufacturing
  - 19 Many Hong Kong manufacturers have adopted advanced technology and machinery in th manufacturing
  - 20 In the manufacturing
  - 21 Hoover has twice as much manufacturing

- A Customer Solution
- B Customer Cost
- C Convenience
- D Communication
- E Loyalty programs for years and says the best programs allow customers to earn points outside the business but redeem them inside
- F Satisfaction, or more likely, on customer dissatisfaction.
- G Delight by delivering more than you promise
- H Defections, due to declines in service quality
- I Allegiance results from continuing to provide excellent service, which dissuades your customers from wanting to go elsewhere
- J Actualizers
- K Strugglers
- L Experiencers
- M Believers
- N Makers
- O Strivers
- P Led by Eric Steenburgh, our chief operating Officer
- Q Jobs during the year, continuing a decade-long decline
- R Plant in Covington, Georgia is the only one that French Glass manufacturing giant Saint-Gobain operates in North America
- S Sector, electronics has become a major export activity
- T Capacity as is needed; the north Canton plant has 900,000 square feet of unused space.
- U Operations on five continents and its products are

(10)

Gruma, with 2006 revenue of \$2.8 billion, has V Process to improve efficiency and product quality manufacturing B) MCQs (Any 26 out of 28) (13)1. The poor boy couldn't ever learn \_\_\_\_\_ killed him. **b**) Whose a) Who Whom d) Where I've been trying to understand \_\_\_\_\_\_ it is Nick who insisted that the teachers should come up with a new proposal to the next meeting in order to improve their teaching ability. What **b)** Whether/if a) d) Why c) What if You'll be surprised to learn \_\_\_\_\_ hair I've found on the collar of your husband. 3. Whose **b**) When a) Where d) Why c) 4. \_\_\_ I really want to find out is \_\_\_\_\_ you've made this mistake on purpose. What **b**) Where a) **d)** What-if/whether c) You should have guessed \_\_\_\_\_ she would surely let you down even at the most unexpected occasions. 5. a) That **b**) In If d) Where c) It's clearly understood \_\_\_\_\_ he took the trouble to help you in the garden. 6. **b**) Why Where a) Whom d) Whose c) 7. he's telling the truth or not will never be known. **b**) Where a) d) Why When c) It is not difficult to understand \_\_\_\_\_\_ different people speak different languages. 8. a) When **b**) Where c) Who **d**) Why **9.** People, at times, can be so blind that they don't even see \_ is in front of their eyes. **b**) Who a) What d) When c) 10. I talked to Bob two weeks ago. I thought he wanted to know about my cat, but I misunderstood him. He asked me where \_\_\_\_\_, not my cat. is my hat **a**) **b**) my hat was c) my hat is d) was my hat 11. "The people in the apartment upstairs must have a lot of children." "I don't know how many \_\_\_\_\_," but it sounds as if they have a dozen." a) children do they have **b)** do they have children c) children they have d) they have children **12.** Do you know \_\_\_\_\_? I myself have no idea. a) how many years the earth is **b**) how old the earth is c) how long the earth is d) how much time has been the earth 13. "There is too much noise in this room. I can't understand what \_\_\_\_\_" "Neither can I." a) is the professor saying b) is saying the professor that the professor is saying d) the professor is saying 14. "I didn't expect Ann's husband to be here at the opera with her." "I'm surprised, too. Ann must have insisted that he \_\_\_ with her." a) will come **b**) comes should come d) has come c) 15. "Mrs. Wright, can you give me a little extra help typing some letters today?" "Sorry, I can't. The boss has an urgent report for me to write. She demanded that it \_\_\_\_\_ on her desk by 5 p.m. Today." was a) **b**) will be **d**) be c) is **16.** "Did you tell Carol where \_\_\_\_\_ us this evening?" "Yes, I did. I can't understand why she is late." a) should she meet **b**) she to meet

**d**) to meet

b) thatd) what

17. It is true \_\_\_\_\_ the law says there is no smoking in restaurants in this city.

c) she meets

a) that what

c) if

		18.	"Bill Frazer seems like a good person for the job, but w				
			"I know why. He told me a serious policy disa	_			
		-	if he'd had		that what he had		
			what he'd had		he'd had		
		19.	"Is it true that you fell asleep in class yesterday and be	gan	to snore?"		
			"Unfortunately, yes is unbelievable! I'm very	eml	parrassed."		
		a)	hat I could do such a thing it	b)	That I could do such a thing		
		c)	I could do such a thing it	d)	I could do such a thing		
		20.	"Officer, can you tell me how to get to Springfield?"		•		
			"Sure. What part of Springfield to go to?"				
		a)	do you want	b)	where you want		
			you want		that you want		
			prompt is important to our boss.	/			
			A person is	b)	Is a person		
			if a person		Whether or not a person is		
			A scientific observer of wildlife must note every detail				
			their eating and sleeping habits, their social relationship				
		9)	do animals live	•	live animals		
			do live animals		animals live		
		23.	The mysterious movie was clever and suspenseful. The	aud	nence couldn't predict rescued the		
		- )	wounded penguin until the ending.	1. \	1 1 1		
			who we	,	who had		
		,	that who	a)	that		
		24.	"What are you going to buy in this store?"				
			"Nothing want is much too expensive."				
		a)	That I		What I		
		c)	That what I	d)	What do I		
			Does anybody know on the ground?				
			how long this plane will be		how long will be this plane		
			how long will this plane be	d)	that how long this plane will be		
		26.	"This restaurant is very expensive!"				
			"It is, but order want. This is a very special or	casi	on."		
			what is it you	b)	what do you		
		c)	whatever you	d)	whatever you did		
		27.	"What did your grammar teacher want to talk to you ab	out?			
			"I did badly on the last test. She study for it."				
		a)	said why didn't I	b)	asked why didn't I		
		c)	said why I didn't	d)	asked why I didn't		
		28.	"Why are you staring out of the window? What	ab	oout?"		
		a)	you are thinking	b)	you think		
		c)	are you thinking	d)	do you think		
Q.2	Sho	rt ans	swer questions. (Each of three Marks) (Any 4 out of 6)			(12	
			t is Segmentation?				
	2.	Defi	ne Customer Groups.				
	3.	Defi	ne New Technologies, New Concerns.				
			t is Brand Equity?				
			t is Brand Positioning?				
			t is Brand Stretching?				
Q.3			g.				
A)	Rea	ding	comprehension. (Any 5 out of 6)			(05	
,			or's ideas about managerial behaviour had a profound	effe	ct on management thinking and practice. His ideas	(	
			rame of reference for managerial practice. His Theory Y				
			el policies and practices. Today they continue to in				
			ed practice of staff performance appraisal-the evaluation				
	COI	itiiiu	or practice of starr performance appraisar the evaluation	01 0	improyees work.		
	Mc	Greo	or defined theories that he felt underpinned the practi	ces :	and attitude of managers in relation to employees		
			se were evident from their conversations and actions. The two sets of ideas were called Theories X and Y. Gregor was saying that what managers said or exhibited in their behaviour revealed their theories-in-use. These led				
		nanagers to pursue particular kinds of policies and relationships with employees. Regrettably, McGregor's Theory Y was interpreted and promoted as a 'one-best-way', i.e. Y is the best! Managers or aspects of their behaviour became					
			as Theory X, the bad stereotype, and Theory Y, the				
			's model of motivation. People's needs provide the dri				
			ed that worker dissatisfaction with work was due not to				
	ծաչ	zgesit	a mai worker dissaustaction with work was due not to	, son	icuming marmore to workers but to poor job design,		

Questions:

managerial behaviour and too few opportunities for job satisfaction.

Q.3 A)

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- 1. What have the long-term effects of McGregor's thinking been, according to the article?
- 2. Which factors reveal whether a manger believes more in Theory X or Theory Y?
- 3. Name two things that result from these factors.
- 4. Did McGregor think that Theory X or Theory Y represented the best way of doing things?
- 5. Who influenced McGregor's thinking? What did this thinker believed to be the main factor in determining people's behaviour?
- 6. Is employee dissatisfaction due to something within employees themselves, according to this thinker? Why? / Why not?
- B) Make a Note of the Passage given in Q.3 (A)

(04) (16)

- Q.4 Answer the following: (Any 4 out of 5)A) Write a Paragraph on:
  - 1. A place you have visited in your childhood.
- B) Complete the following story with a suitable title.

A son is born to a king's house – the mother dies at the time of childbirth – a young mother is chosen as nurse – she nurses babies together – enemies of the king plan to kill his son – they bribe the guards and reach to the palace – the nurse is warned – quickly changes clothes of children – leaves her child dressed as a prince and runs away with real prince – murderers kill the child left behind – so prince is saved – king offers nurse rewards – she refuses them – kills herself – king in grievance – erects beautiful tomb for the faithful nurse.

C) Describe the following Picture in about 100-150 words.



- D) You are looking for security service for your college premises. Signing as Mr. Viru Shah, Write an email to check & mate security services. Mention your requirements and necessary details.
- E) Chose a person or a relative you know who you think is very interesting and describe him/her in detail, write a story on an event which made you think he/she is interesting.