

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)

(10)

- |    |   |   |  |
|----|---|---|--|
| 1  | I want the satellite dish to be installed at a time that suited me.   | A | Customer Solution  |
| 2  | I had some questions about how to use the service, so I looked at the sky website. It answered all my questions.  | B | Customer Cost  |
| 3  | The cost is very reasonable considering all the channels you get.   | C | Convenience  |
| 4  | I wanted a TV service with a good reception. The ordinary TV signal in my area is very bad.   | D | Communication  |
| 5  | The systematic analysis of customer claims constitutes an important source of information on customer   | E | Loyalty programs for years and says the best programs allow customers to earn points outside the business but redeem them inside |
| 6  | Dreze has researched customer   | F | Satisfaction, or more likely, on customer dissatisfaction.   |
| 7  | The company's acquisition of its rival led to customer  | G | Delight by delivering more than you promise  |
| 8  | Maintaining customer  | H | Defections, due to declines in service quality   |
| 9  | You can sometimes obtain customer   | I | Allegiance results from continuing to provide excellent service, which dissuades your customers from wanting to go elsewhere     |
| 10 | Father of three children who spends a large part of his weekends in do-it-yourself stores   | J | Actualizers  |
| 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.                                       | K | Strugglers   |
| 12 | A professional person in her 30s earning \$80,000 a year who buys opera tickets at \$100 each   | L | Experiencers   |
| 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                              | M | Believers  |
| 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 | N | Makers   |
| 15 | Someone with basic pension struggling to reach the end of the month, who buys food brands she knew in her childhood   | O | Strivers   |
| 16 | The \$40 million perfume bottle manufacturing   | P | Led by Eric Steenburgh, our chief operating Officer  |
| 17 | Our improved financial results are due to better manufacturing productivity   | Q | Jobs during the year, continuing a decade-long decline   |
| 18 | North Kentucky has lost about 1,700 manufacturing   | R | Plant in Covington, Georgia is the only one that French Glass manufacturing giant Saint-Gobain operates in North America         |
| 19 | Many Hong Kong manufacturers have adopted advanced technology and machinery in th manufacturing   | S | Sector, electronics has become a major export activity   |
| 20 | In the manufacturing  | T | Capacity as is needed; the north Canton plant has 900,000 square feet of unused space.   |
| 21 | Hoover has twice as much manufacturing  | U | Operations on five continents and its products are   |





1. What have the long-term effects of McGregor's thinking been, according to the article?
2. Which factors reveal whether a manager 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 believe 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)

Q.4 Answer the following: (Any 4 out of 5) (16)

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.