

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

Semester:1
Subject Code: 06101106
Subject Name: General English

Date:29/11/2019
Time:10:30 am to 01:00pm
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).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. It is important to prepare outline of a presentation, because it serves

a) As a guide to show right path for presentation	c) Helps audience in understanding presentation thoroughly
b) Increasing audience interest	d) Makes presentation lively
2. If unexpected things take place in the presentation, one must

a) Avoid it	c) Accept it and carry on with the planning
b) Get angry on it	d) Start laughing
3. One of the books _____ been missing .

a) is	c) has
b) have	d) are
4. You must abide _____ the terms of this agreement.

a) in	c) by
b) with	d) in
5. The purpose of the communication in an organization is not to...

a) Solve problem	c) Share and exchange information and ideas
b) Create confusion	d) Discuss the issues related to particular topic

B).Define the following. (Each of 1 mark) (05)

1. Gesture
2. Eye contact
3. Skimming
4. Scanning
5. Hearing

C).Direct questions. (Each of 1 mark) (05)

1. A person who deliberately sets fire to a building is _____.
2. What do you mean by 'paragraph'? Explain in your own words.
3. One who does not believe in the existence of God is _____.
4. Write sentence using given idiom to convey correct meaning: Cut corners
5. Explain the idiom 'By the book'.

Q.2 Answer the following questions.

Write a dialogue for two situations mentioned below.

- (i) Dialogue between a car mechanic and a customer. The customer is greatly disappointed and impatient about the snail-pace service of the mechanic and his service station. Make sure that the mechanic too has his reasons to defend him. (ii) Dialogue between a boss and secretary for fixing a meeting with customer of international repute. **(07)**

Read the paragraph given below and answer the following questions

Apple Inc plans to use a larger screen on the next-generation iPhone and has begun to place orders for the new displays from suppliers in South Korea and Japan, people familiar with the situation said on Wednesday. The new iPhone screens will measure 4 inches from corner to corner, one source said. That would represent a roughly 30 percent increase in viewing area, assuming Apple keeps other dimensions proportional. Apple has used a 3.5-inch screen since introducing the iPhone in 2007. Early production of the new screens has begun at three suppliers: Korea's LG Display Co Ltd, Sharp Corp and Japan Display Inc, a Japanese government-brokered merger combining the screen production of three companies. It is likely all three of the screen suppliers will get production orders from Apple, which could begin as soon as June. That would allow the new iPhone to go into production as soon as August, if the company follows its own precedent in moving from orders for prototypes for key components to launch.

- B).** Apple's decision to equip the next iPhone with a larger screen represents part of a competitive response to Samsung Electronics Co Ltd. Samsung unveiled its top-of-the line Galaxy smartphone with a 4.8-inch touch-screen and a faster processor earlier this month. With consumers becoming more and more comfortable using smartphones for tasks they once performed on laptops, like watching video, other Smartphone manufacturers have also moved toward bigger displays. **(08)**



1. According to the article, who is Apple competing against? (1 mark)
2. Are all the suppliers likely to be involved in the production of Apple's new iPhone screens in Japan? (1 mark)
3. Why are companies making bigger display screens? (1 mark)
4. How much bigger will Apple's new screen be, compared to the old one? (1 mark)
5. Make notes of the given passage. (4 marks)

Q.3 Answer the following questions.

Develop meaningful story from the outline given and give appropriate title.

- A).** Manager of a 'Balaji Security Services' advertised - night watchman for industrial unit – many candidates appeared for interview - manager not satisfied - interviewee Roger – sitting in a corner - patiently waiting - manager asked few questions – Roger suffering from sleeplessness - manager appointed him. **(07)**

Describe the following pictures in about 100 words each.

- B).**
- (a)  **(08)**
- (b)  **(08)**

Q.4 Attempt any two questions. **(Each of 7.5 mark)** **(15)**

1. What is the difference between listening and hearing? Discuss any seven barriers to listening.
2. Discuss in detail purpose of reading and techniques of reading comprehension.
3. Write a paragraph of about 200 words on "My first day in college".
4. Write a paragraph of about 200 words on "Impact of reality shows on common-man".