

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Com. (Hons) Summer 2018 – 19 Examination

Semester: 2**Subject Code: 16293151****Subject Name: Business Communication and Professional Skills -II****Date: 01/04/2019****Time: 10:30am 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) Fill in the gaps using appropriate preposition given in the bracket (at, between, down, from, in, into, of, on, to, with, by) . (any ten) (10)

1. Last year they purchased raw materials directly _____ the farmers.
2. Our market share now stands _____ 28%.
3. Last year sales rose from 7% _____ 10%.
4. Two million Euros were spent _____ television advertising.
5. Unemployment figures have been relatively stable for some time, fluctuating _____ 4.3% and 4.6%.
6. There hasn't been much movement _____ the unemployment figures for some time.
7. Sales are broken _____ by region.
8. The whole country is divided _____ five regions.
9. We have always sustained a cordial relationship _____ our rivals.
10. Last year there was an increase _____ sales.
11. One _____ five (= one out of every five) of our products never makes profit.
12. Over the last twelve months, sales have gone _____ 0.5%.

B) Read the given paragraph and answer the questions given below it. (05)

Professor Sen is an Indian Economist born in Bengal in 1933. He received his doctorate from the University of Cambridge. He has been a professor in India, Britain and the United States. He was awarded the 1998 Nobel Prize in Economic Sciences for his contribution to welfare economics and social choice theory. At the age of 9, Amartya Sen witnessed the Bengal famine of 1943, in which three million people died. He also witnessed a lot of violence occur in India, during the time of partition. These two events made him decide to study economics and find out solutions to the problems which affect the well-being of the community. Sen worked to find out the causes of famine, and developed practical solutions for preventing or limiting the effects of real or perceived shortage of food. Amartya Sen believes that "Humans should account to one another. For example, if a stranger asks the way to the railway station, the local would not send him to the post office, because one should account to other." Showing his accountability towards mankind, Sen has utilized his domain knowledge of economics towards the welfare of society. His philosophical work has made deep explorations into issues of justice, inequality, morality, liberty, freedom, rationality and objectivity. Sen designed methods of measuring poverty that gave useful information for improving economic conditions of the poor. The policies of many organizations and governments are influenced by the theories and practical examples Sen has written in his research papers and books.

Questions:

1. Where has he worked as a professor?
2. For what has he become recipient of the Nobel Prize?
3. What made him study economics?
4. How as an economist Dr Sen has served the society?
5. Which issues has he covered under his philosophical work?

- Q.2(A) Answer the following. (any four) (08)**
1. Explain the term 'Being yourself.
 2. What are the advantages of formal presentation?
 3. Discuss on how to overcome nervousness.
 4. State the importance of planning.
 5. Importance of eye contact.

- (B) Write the paragraph in about 200 words. (Any one) (07)**
1. Role of social media in developing sociability.

OR

2. Unity in diversity.

- Q.3(A) Answer the following in detail. (Any three) (09)**
1. Discuss the do's and don'ts of GD.
 2. What are advantages and disadvantages of informal presentation?
 3. State the types of interview.
 4. Discuss the key features of presentation structure.

- (B) Rearrange the jumbled sentences. (06)**

1. Could please your attention, I have?
2. For who don't know me those of you already, my name is Nancy Holmes.
3. On the company behalf of, to this presentation may I you welcome.
4. The aim of our new product line is to give some you information about my talk.
5. Please during the talk feel free me to interrupt if you any have questions.
6. My forty minutes take presentation will around.

- Q.4(A) Fill in the gaps with words from the bracket. (Any 8) (08)**
(Finally, Actually, Amazingly, Presumably, Clearly, Frankly, Ironically, predictably, unfortunately)

1. A: Can you help us with this email? It's written in Spanish.
B: _____ I'm Brazilian, so I speak Portuguese not Spanish.
2. The trend in IT is for software and data to migrate from the individual PC to the network. _____, this is quite like the situation with mainframe computers in the seventies and eighties.
3. _____, we can get the information quite easily from Google. But I haven't actually looked for it yet.
4. _____, the original 19th- century London Bridge is now in the Arizona desert. It was sold in 1962 to an American oil millionaire, dismantled, and then reassembled brick by brick. It is now a major tourist attraction.
5. Hello? Is that Sandeep Sharma? Yes, it's about your order _____, we're having some problems processing your payment. Can you check at your end to make sure it's been authorized?
6. _____ I've booked my new car. I've been so desperate for it since long.
7. A: They say they can deliver the materials by the end of the month.
B: _____, I don't care. We've already one bad experience with them.
8. _____, if they want a tailor-made version, they'll have to give us detailed specifications. I'm sure they know that.
9. Cadbury Schweppes announced a cut in its expected earnings on Monday _____, the Whole food and beverages sector saw lower share prices following the announcement.

- B) Prepare a resume along with a cover letter. (07)**