

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

Semester: II
Subject Code: 06193156
Subject Name: Communication Skills

Date: 12/12/2018
Time: 10.30 To 1.00
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). Complete the following sentences by filling the most appropriate idiom from the choices given. (Each of 1 mark) (05)

1. The children's toys were _____ at the end of the year

a) into the red	c) took a nosedive
b) selling like hotcakes	d) on tip of treasure
2. I read alot to stay _____ in my industry

a) into the red	c) on the top of trends
b) selling like hotcakes	d) took a nosedive
3. We don't _____ on our luxury products. They are all made to high standards with materials of the highest quality.

a) sell like hotcakes	c) take a nosedive
b) cut corners	d) on tip of treasure
4. The stock market _____ when the earnings of the oil company began to weaken.

a) into the red	c) took a nosedive
b) was in banker's hours	d) calculated risk
5. The company began to go _____ when the price of oil began to rise rapidly

a) was in banker's hours	c) took a nosedive
b) into the red	d) on tip of treasure

B). Identify Business idioms / phrasal verbs used in the sentences given and then define or write meaning of each. (Each of 1 mark) (05)

1. Vijay Mallya decided to bail out Kingfisher by introducing new policies in order to regain stability in his profit.
2. In his first business venture, after 8 months, Amitabh found that he was still only breaking even, so he stopped it.
3. Nita Ambani bought out a football team to encourage football playing in India
4. Due to recession company has thought of cutting down the production this year.
5. Finally I could figure out that data was copied from my office computer in my absence.

C). Give two examples of the situations mentioned below. (Each of 1 mark) (05)

1. Formal Communication
2. Informal Communication
3. Barriers to reading.
4. Barriers to writing.
5. Barriers to Listening.

Q.2 Answer the following questions.

A). What do you mean by 'communication'? Explain process of communication with the help of diagram and examples. (07)

Write an application as a response to the advertisement on the website of Parul university...Event

B). Cell, Parul University is looking for a part time applicants to work as an assistant to Event Manager. Candidate needs to be good at people skills, multilingual and well user of electronic (08)

Q.3 Answer the following questions.

A).List out seven traits of good listener. (07)

B). Few of your classmates have started a musical band. (a) Prepare an advertisement for them (b) write an article of about 100 words on describing an event where they gave their best services. (08)

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

1. Discuss interpersonal, intrapersonal and extra-personal communication by giving examples of formal or informal communication.

2. Which are different evaluation components of Group Discussion? Discuss any three in detail.

3. Write a paragraph of around 100 words on comparison and contrast type on “What do you prefer job or business?” After that underline at least four transitional tags of each comparison and contrast used in the paragraph.

4. From the book Men of Steel by Vir Sanghvi, discuss the case of any one business tycoon, (a) success or failure of venture and (b) critical analysis from your point of view.