

PARUL UNIVERSITY
FACULTY OF DESIGN
B. Design, Winter 2019- 20 Examination

Semester: 1
Subject Code: 18193101
Subject Name: Communication Skill - I

Date: 3/12/2019
Time: 10:30am to 12:30pm
Total Marks: 40

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 A) Do as directed. (0.5 mark for each item)**(06)**

1. For each of the following, choose the sentence in which the subject and verb agree:

a) Everyone of the shirts has a green collar b) Everyone of the shirts have a green collar

2. a) The president or the vice president are speaking today

b) The president or the vice president is speaking today

3. Fill in the blanks with an appropriate tense form:

When I opened my eyes, I _____ a strange sight (saw, was seeing, have seen)

4. The moon _____ around the Earth (is revolving, has revolved, revolves).

5. Fill in the blanks with suitable conjunction:

I could not get a seat, _____ I came early (as, though, when).

6. Write this down _____ you forget (or, when, lest).

7. Change the sentences into passive voice:

The Child is eating bananas.

8. The master punished the servant.

9. Change the sentence into active voice:

By whom was this letter written?

10. State True or False: Listening is giving attention to sound or action

11. State True or False: Hearing is a Psychological phenomenon

12. Complete the following proverb: A bad workman always _____ his tools (blames, likes, dislikes).

B) You are a project manager and you took the help of Billy, an additional resource, to complete a task in time. Write a "Thank You" email to Billy appreciating his timely help in your critical time and made the project success.

(04)**Q.2 Answer the following questions in brief** (Any four out of five)**(08)**

1. What is 'Listening'?
2. What is 'Non Verbal' communication?
3. List any two basic features of presentation skills.
4. What is 'Hearing'?
5. Mention any two differences between 'Listening' and 'Hearing'.

Q.3 Answer the following questions.

A) Mike and Morris lived in the same village. While Morris owned the largest jewelry shop in the village, Mike was a poor farmer. Both had large families with many sons, daughters-in-law and grandchildren. One fine day, Mike, tired of not being able to feed his family, decided to leave the village and move to the city where he was certain to earn enough to feed everyone. Along with his family, he left the village for the city. At night, they stopped under a large tree. There was a stream running nearby where they could freshen up themselves. He told his sons to clear the area below the tree, he told his wife to fetch water and he instructed his daughters-in-law to make up the fire and started cutting wood from the tree himself. They didn't know that in the branches of the tree, there was a thief hiding. He watched as Mike's family worked together and also noticed that they had nothing to cook. Mike's wife also thought the same and asked her husband "Everything is ready but what shall we eat?" Mike raised his hands to heaven and said "Don't worry. He is watching all this from above. He will help us."

(06)

The thief got worried as he had seen that the family was large and worked well together. Taking

advantage of the fact that they did not know he was hiding in the branches, he decided to make a quick escape. He climbed down safely when they were not looking and ran for his life. But, he left behind the bundle of stolen jewels and money which dropped into Mike's lap. Mike opened it and jumped with joy when he saw the contents. The family gathered all their belongings and returned to the village. There was great excitement when they told everyone how they got rich.

Morris thought that the tree was miraculous and this was a nice and quick way to earn some money. He ordered his family to pack some clothes and they set off as if on a journey. They also stopped under the same tree and Morris started commanding everyone as Mike had done. But no one in his family was willing to obey his orders. Being a rich family, they were used to having servants all around. So, the one who went to the river to fetch water enjoyed a nice bath. The one who went to get wood for fire went off to sleep. Morris's wife said "Everything is ready but what shall we eat?" Morris raised his hands and said, "Don't worry. He is watching all this from above. He will help us." As soon as he finished saying, the thief jumped down from the tree with a knife in hand. Seeing him, everyone started running here and there to save their lives. The thief stole everything they had and Morris and his family had to return to the village empty handed, having lost all their valuables that they had taken with them.

1. Why did Mike and his family decide to rest under the thief's tree?
 - A) Being a large family, they knew that they could easily defeat the thief
 - B) It was a convenient spot for taking a halt at night
 - C) There was a stream nearby and wood enough to build a house
 - D) That was the only large tree that could shelter their large family
2. Which of the following best describes Morris?
 - A) He was a rich businessman
 - B) He bullied his wife
 - C) He paid his servants well
 - D) He was greedy and imitated Mike
3. What did Mike mean when he said "He is watching all this from above"?
 - A) He had spotted the thief and wanted to scare him
 - B) He was telling his wife to have faith in god
 - C) It was just a warning for his family members to stick together
 - D) He was begging the thief to help his family
4. Why did the thief return to the tree?
 - A) To wait for Mike to return
 - B) To set up a trap
 - C) To wait for Morris's family
 - D) Not mentioned in the passage
5. How did the fellow villagers react to Mike getting rich overnight?
 - A) They were jealous of him
 - B) They were very excited
 - C) They followed his example
 - D) They envied him
6. Who owned the largest jewelry shop in the village:
 - A) Mike
 - B) Morris
 - C) The Thief
 - D) The Grandmother

B) Make notes on the above passage in a suitable format using recognizable abbreviations wherever necessary. Assign a suitable heading to the passage.

(04)

The cosmetics industry is growing day by day. Big cosmetics giants make tall promises of flawless skin beauty upliftment, but on a contrary, there is an ugly side of this so-called beauty products. Many health hazardous monsters are hiding in these products. Studies and researches are showing that cosmetics usage is toxic, they contain chemicals and other chemicals which can cause cancer. Some brands of talcum powders which are used every day contain asbestos.

Unfortunately, consumers, particularly woman, are carried away by the telling and attractive advertisements. Very rarely do they read the contents of the cosmetics they use. For instance, the skin lightning creams which are available in India has hundreds of brands available each promising

to make skin tone lighter, spot free and fairer. Research has proved that these products contain potentially hazardous chemicals like ammonia and hydrogen peroxide, p-phenylenediamine and toluene diamines. It causes skin irritation, pimples etc.

According to a report in the UTUSAN CONSUMER, temporary dyes contain metallic substances, like lead, which are toxic and can be absorbed through the scalp into the body. These temporary dyes are derived from Benzedrine, known to produce bladder cancer

Likewise, have you ever tried to look beyond the glow of nail polishes to its effects? Nail polish remover contains an ingredient called acetone which can cause your nail to become brittle and split. However, acetone is less toxic when compared toluene, another ingredient found in the nail polish. The basic ingredient used in nail polish is formaldehyde resin which can discolor the nails. It is a colorless gas with a strong, irritating smell, used also as an antiseptic for killing germs. Formaldehyde is also known by other names like methanol and meth aldehyde.

It may be interesting to know that of all the cosmetics lipstick is the most toxic and dangerous for three reasons. Firstly, women who apply lipstick swallow the chemicals directly. Secondly, it gets absorbed through the tender lip skin. And, finally, lipstick not only harms the user but also her mate.

Q.4 Answer the following questions.



(04)

A)

Describe the picture

OR

A)



(04)

Describe the picture

B) Write a paragraph on 'A Trip on a monorail'.

(04)

C) Write a story on the given topic: 'Every day, you visit the same moment from your past'.

(04)

OR

C) Write a story on the given topic: 'Tell the story of a scar, whether a physical scar or emotional one'.

(04)