Sanjay Ghodawat University, Kolhapur

2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program: F.Y.BBA | School of Commerce and Management | Department: FY BBA

Course Code: MBC107 | Course Title: Professional Communication Skills-I | Semester – Odd (I)

Day and Date MONDAY 13/01/2020 | End Semester Examination | Time: 3 hrs, Max Marks: 100 10.30 AM to 1.30 PM

Instructions:
1) All questions are compulsory.
2) Draw suitable diagram wherever required.
3) Figures to the right indicate full marks.

		Marks	Level	COs
Q.1	**Attempt the following**			
a)	**I. Identify errors from following sentences and correct them. (Any Five)**	10	1	
	i. I have not ate anything today.			1
	ii. Because of internet, working at jobs at home have become much more common			1
	iii. Communication is one way process in which it does not include feedback from the receiver.			2
	iv. Barriers to communication help individuals improve their relations and help them to be successful.			2
	v. Grapevine communication network in organization is a formal communication network.			3
	v. Horizontal or lateral communication takes place between superiors and subordinates			3
b)	**Answer the short notes. (Any Five)**	10	1	
	i. Types of Listening			4
	ii. Psychological Barriers to listening			4
	iii. Skimming and scanning			5
	iv. Barriers to reading			5
	v. Harvard referencing system			6
	vi. Abstract writing			6

Re ESE

Q.2		Attempt the following			
	a)	**Do as Directed. (Any Ten)**	10	3	1

(i) He has been living here since 1978.

(Change into Present Perfect)

(ii) A special committee will conduct an enquiry.

(Change into passive voice)

(iii) My sister said, "I must go to the bank today and withdraw some money."(Change into an indirect speech)

(iv) The door was bolted by her. (Change into active voice)

(v) Write synonyms of **Loyal, Magnificent**

(vi) Use the correct form of the verb given in the bracket:

His friend _____with an accident and is in hospital. (meet)

(vii) Write antonyms of **Create, Entrance**

(viii) Choose the appropriate word to fill in the blanks:

He broke my cycle _____yesterday. (career/ carrier)

(ix) Use the following idioms/ phrases in sentences of your own to bring out their meaning clearly.(**Any one**)

Black and white , Grease the palm

(x) I used to play a lot during my childhood .(Remove 'used to' and rewrite)

(xi) Fill in the blanks with suitable preposition:
She wants to stay __ home

(xii) Rewrite the following sentence using appropriate article:
She wants to become ___engineer.

	b)	How is Verbal form of communication different than Non-Verbal Form of Communication?	10	1	2
		OR			
	b)	What are the main principles of effective communication? What steps would you take to achieve clarity of thought and expressions?	10	1	2

Re ESE

Q.3	Answer the following.(Any Two)				
	a)	Demonstrate centralized and decentralized communication networks in organizations with suitable examples.	10	2	3
	b)	Illustrate vertical and horizontal structure of communication in organization with appropriate diagrams.	10	2	3
	c)	Bring out the difference between hearing and listening and explain barriers to effective listening.	10	2	4
Q.4	**Answer any Two**				
	a)	Demonstrate **LSRW skills of English language** and Explain their role and importance in organization.	10	2	5
	b)	Illustrate the importance of reading skill for the professional and state different reading strategies.	10	2	5
	c)	**Read the following passage and answer the questions given below:**	10	3	5

Holi celebrations start on the night before Holi with a Holika Dahan where people gather, perform religious rituals in front of the bonfire, and pray that their internal evil be destroyed the way Holika, the sister of the demon king Hiranyakashipu, was killed in the fire. The next morning is celebrated as Rangwali Holi – a free-for-all festival of colours, where people smear each other with colours and drench each other. Water guns and water-filled balloons are also used to play and colour each other. Anyone and everyone is fair game, friend or stranger, rich or poor, man or woman, children and elders. The frolic and fight with colours occurs in the open streets, open parks, outside temples and buildings. Groups carry drums and other musical instruments, go from place to place, sing and dance. People visit family, friends and foes to throw coloured powders on each other, laugh and gossip, then share Holi delicacies, food and drinks. Some customary drinks include bhang (made from cannabis), which is intoxicating. In the evening, after sobering up, people dress up and visit friends and family.

Questions:

Q 1. Why is Holika Dahan performed?	1
Q 2. Which word in the passage means "traditional"?	1
Q 3. How and When do Holi Celebrations start?	2
Q 4. Which word or phrase means "not intoxicated" in the passage?	1
Q 5. Make the summary of the passage.	5

Q.5 Answer any Two

a)	**Make the Précis of the following passages and provide a suitable titles for each one:**	10	3	6
	I) Water is the basis of all life. Every animal or every pliant contains a substantial proportion of free or combined water in its body and no kind of physical activity is possible in which water does not play an essential part. Water is necessary for animal life, while moisture in the soil is equally imperative for life and growth of plants and trees, though the quantity necessarily varies enormously from plant to plant. The conservation and utilization of water is thus fundamental for human welfare. The main source of water is rainfall or snowfall. Much of Indian agriculture depends on seasonal rainfall and is therefore, very sensitive to any failure or irregularly of the some. During the rainy season large quantities of rain water flow down into the streams and rivers and ultimately find their way to the sea, and are, therefore, lost to the country. The harassing of our rivers is, therefore, it great national problem to be dealt with no national lines. Vast areas of land which at present are mere scrub, jungles could be turned into fertile and prosperous country by harassing this source of water.	5		
	II)It is of great importance for the young that they accustom themselves from their earliest years to trust as little as possible to others for what they want. They should learn to put on their own clothes, to wash themselves, to take their food with their own hands and not expect mothers or servants do these things for them. They should learn to read and write and store their minds with knowledge so that they can earn their own bread when they go into the world.	5		
b)	Examine the characteristics of good précis and mention various steps of writing an effective précis.	10	4	6
c)	Analyze characteristics of good summary and state steps of writing summary.	10	4	6

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Re ESE