



Sanjay Ghodawat University, Kolhapur

2018-19

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EXM/P/09/01

Year and Program: 2018-19

School of Commerce &  
Management

Department of FY B.COM

Course Code: CBC107

Course Title: Professional  
Communication Skills-I

Semester – I

Day and Date Tuesday  
04/06/2019

End Semester Examination  
(ESE)

Time: Max Marks: 100

2:30 pm to 5:30 pm.

Instructions:

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

Q.1 Answer the following questions.

Marks Bloom's CO  
Level

a) Do as Directed: (Any Seven)

07 L<sub>2</sub> CO1

(i) Sandeep is working very hard. ( Change into Simple Tense )

(ii) Diksaha attended classes regularly. (Change into passive voice)

(iii) "Do you know my friend's address?" he asked. ( Change into an indirect speech)

(iv) A new car was bought by my sister. (Change into active voice)

(v) Write synonyms of the following: **Fortunate, Important**

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

She \_\_\_\_\_ the Raigad Fort last month. (visit)

(vii) Write antonyms of the following: **add, ancient**

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

Our \_\_\_\_\_ concern is that the project may not be completed before the June deadline. (principle/principal)

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

**Pass with Flying Colors, Play With Fire**

b) "Everyone in a communication situation is both an originator and receiver of information." Discuss the statement explaining the essential ingredients of communication.

08 L<sub>2</sub> CO2

OR

b) Explain some important barriers to communication and suggest ways of overcoming them.

08 L<sub>2</sub> CO2

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Q.2 Answer the following questions.

- a) Examine the formal and the informal networks of communication in organization. 07 L<sub>4</sub> CO3

OR

- a) What is the grapevine? Explain in detail merits and limitations of informal communication in organization. 07 L<sub>4</sub> CO3

- b) Illustrate the process of listening and state techniques of effective listening. 08 L<sub>3</sub> CO4

OR

- b) Analyze the difference between hearing and listening and explain barriers to effective listening. 08 L<sub>4</sub> CO4

Q.3 Attempt Any Two

- a) Do as Directed: (Any Eight) 08 L<sub>3</sub> CO1

(i) Fill in the blanks with suitable preposition:

The train departs \_\_\_\_\_ 3 am.

(ii) Rewrite the following sentence using appropriate article:

She will come back in \_\_\_\_\_ hour.

(iii) Rewrite the following sentence after correcting the grammatical error: I has studied regularly.

(iv) Make adjectives from the following words (Any two) :

Information, Desire, Respect

(v) Make nouns from the following words (Any two) :

Play, Compute, Receive

(vi) He is a musician. He is very popular among the people.

(Combine the two sentences using 'and')

(vii) Complete the following sentence using an appropriate verb form.

He has..... a song. (sang/sung)

(viii) In the following sentence supply a verb in agreement with its subject: Ninety rupees \_\_\_\_\_ too much for this bag.( are/is)

(ix) Correct the Mistake:

The teacher was impressed with I and Mark.

(x) Fill in the blanks using the right choice given in brackets.

We must try our best to ..... (caste / cast) away all prejudices.

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|----|---|----|----------------|-----|
| b) | Write short notes on the following:                         | 08 | L <sub>2</sub> | CO2 |
|    | 1) Socio -cultural Barriers      2) Body Language           |    |                |     |
|    | 3) Oral Communication      4) Semantic Barriers             |    |                |     |
| c) | Write short notes on the following:                         | 08 | L <sub>2</sub> | CO3 |
|    | 1) Internal and External Communication in Organization      |    |                |     |
|    | 2) Social and Ethical Issues in Organization                |    |                |     |
| d) | Write short notes on the following:                         | 08 | L <sub>3</sub> | CO4 |
|    | 1) Importance of listening skill      2) Types of listening |    |                |     |

**Q.4 Attempt Any Two.**

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|----|--|----|----------------|-----|
| a) | Explain different strategies of effective reading skill with special emphasis on SQ3R technique. | 09 | L <sub>3</sub> | CO5 |
| b) | <b>Read the following passage and answer the questions given below:</b>                          | 09 | L <sub>3</sub> | CO5 |

Today's world can truly be called a "society of the spectacle", a phrase that the French sociologist and thinker Guy de Bord used decades earlier. Every act of lived experience has today become a spectacle. It would be a little incorrect to say that this craze for spectacle-izing everything that occurs around us is a recent phenomenon. If one had watched The Pirates of The Caribbean movies, one would realize that even in the late eighteenth century, executions were public events - a large portion of the populace would gather around the site of the hanging in the city square in order to see justice being meted out in front of their very own eyes. It was also a form of popular entertainment. It was a sort of a collective public blood-letting.

The spectacle that the contemporary society has become is an overwhelming experience. One enters into a restaurant, orders an exotic dish - but the proof of having eaten it doesn't exist until tons of photographs are clicked from varied angles and shared on social networking sites, one goes for a holiday to a calm and serene location, but is all the while busy telling the world about it. It as if one has to document every moment of one's existence. When does one live that moment then? Perhaps it is in the documentation that one survives these days!

Q 1 What is the "Society of the spectacle"?

Q 2 Is it a recent occurrence?

Q 3 Do we really 'live' moments now?

Q 4 Besides documentation, what is the other function of the spectacle?

Q 5 Suggest a suitable title to the passage.

- |    |   |    |                |     |
|----|---|----|----------------|-----|
| c) | <b>Read the following passage and answer the questions given below:</b> | 09 | L <sub>3</sub> | CO5 |
|----|---|----|----------------|-----|

The issue of road rage requires serious attention. Day by day, it is becoming a great concern. Call it the negligence of the government or the rashness of the drivers, the underlying fact is that at the end of the day, the common man is the one who suffers the most. The commoner driving a two-wheeler who is hit by a speeding SUV, even though the former was following the traffic rules, has nowhere to go in order to seek redressal for his grievances or his injury. A recent case in point is the accident caused by the speeding luxury car owned by Hema Malini.



A family of four driving a modest Alto was hit by the overspeeding car driven by the actress's driver. It resulted in the death of the youngest child of the family and several injuries to the other family members. To add insult to injury, Malini posted negative comments on a famous social networking website.

Part of the problem lies with the attitude and mentality of the driver behind the steering wheel. The car is a personal vehicle and one possesses the freedom to drive it independently and at one's own will. But one must understand that the road on which one drives is open to the public. This blurring of the dichotomy between the public and the private leads to reckless behaviour on the roads. Respect for the elderly and pedestrians, so common in countries abroad, is a thing of rarity to be found in our land. A little consideration to road rules and adoption of simple safety measures such as fastening of the seat belt, can go a long way in reducing this menace.

**Questions:**

Q 1 Suggest a suitable title to the passage.

Q 2 Why does the common man suffer grievously in instances of road rage?

Q 3 What should the driver understand?

Q 4 What is the solution to this problem of road rage?

Q.5

**Attempt Any Two**

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|---|---|----|----------------|-----|
| a)  | <b>Make the Précis of the following passage and provide a suitable title:</b>                     | 09 | L <sub>3</sub> | CO6 |
| <p>The conditions under which democracy can flourish are difficult to define; but one thing is clear that democracy is always a slow growth, whereas dictators may rise to power and inaugurate a new regime with dramatic suddenness and success, under suitable conditions. One great new force has appeared in the world since the Great War, the art of modern propaganda. It is invaluable to the dictator who can inculcate his creed day by day through the press, the cinema, the radio, the whole body of the people and can suppress all counter propaganda. It is a terrible danger to democracy, since it tends to destroy the sound and commonsense judgment of the people which depends on constant access to facts and on honest public discussion based on those facts. Then again the kindly and cooperative outlook which alone can make democracy a success depends on material conditions, on the economic security and welfare of the whole of the people; a starving man or a man in constant fear of unemployment cannot be expected to be a good citizen of democracy. And lastly, war is utterly hostile to democracy. The horrors and passion of war inevitably produce a war mentality under which the method of democracy becomes impossible.</p> |   |    |                |     |
| b)  | Explain importance and qualities of good précis and evaluate different steps of writing précis.   | 09 | L <sub>4</sub> | CO6 |
| c)  | Discuss thoroughly summary and abstract writing and state in detail various elements of synopsis. | 09 | L <sub>3</sub> | CO6 |

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Q.6

**Attempt Any Three**

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|----|--|----|----------------|-----|
| a) | Write short note on the followings.  | 06 | L <sub>2</sub> | CO5 |
|    | a) Types of reading  |    |                |     |
|    | b) Techniques of Reading   |    |                |     |
| b) | Read the following passage carefully and answer the questions given below: | 06 | L <sub>3</sub> | CO5 |

The art of academic writing is not easy to master. It is a formal skill, which requires precision and accuracy, and is perfected by continuous and dedicated practice. Academic writing is the skilful exposition and explanation of an argument, which the writer has carefully researched and developed over a sustained period of time. It is a time-consuming activity and demands patience and perseverance. But the joy of reading and sharing with others, one's succinctly composed piece of argument, is incomparable.

Before beginning to write, the writer must ask himself a few questions – Why am I writing? What is it that I intend to share with others? What purpose will my writing serve? Have I read enough about the topic or theme about which I am going to write? If one is hesitant to answer even one of the aforementioned questions, one better not write at all! Because academic writing is a serious activity – it makes one part of a shared community of readers and writers who wish to disseminate and learn from well-argued pieces of writing.

The structure of an argumentative essay should take the form of – Introduction (which should be around ten percent of the entire essay), Body (it should constitute eighty percent of the piece) and the Conclusion (again, ten per cent of the essay). The introduction should function as the hook which draws the reader in and holds his attention, the body should include cogent and coherently linked paragraphs and the conclusion should re-state the argument and offer a substantial ending to the piece.

Questions:

Q 1 What is academic writing?

Q 2 Why is reading an important part of writing?

Q 3 Why should one ask oneself the questions mentioned in the second passage?

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|----|--|----|----------------|-----|
| c) | Write short note on the followings:              | 06 | L <sub>3</sub> | CO6 |
|    | a) Précis writing                                |    |                |     |
|    | b) Format of synopsis                            |    |                |     |
| d) | Discuss the different steps of writing synopsis. | 06 | L <sub>3</sub> | CO6 |

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