JK LAKSHMIPAT UNIVERSITY Learning Resource Centre JAIPUR

Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION 2015

BBA-I Sem

MM: 50 Marks

Course: Developing Language Skills
Time: 3 Hours
Subject code: BBA104

Developing Language Skills

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q1. *"Effective Communication helps in transforming transactional opportunities into transformational opportunities."* Discuss. (10 marks)

Q2. *"There are many reasons why interpersonal communications may fail."* Describe some of the barriers to effective communication in the light of this statement. (10 marks)

Q3. *"When we communicate with others, we express our thoughts and feelings not only through the words we choose, but also through our tone of voice, facial expression and body language."* Explain with illustrations why you agree or disagree with the statement. (10 marks).

Q4. State with reasons whether you should **skim, scan** or **read the document in-depth,** in the following situations:

(a)You've been working with a lawyer to develop a partnership agreement. He has just sent you the final draft for your signature.

(b)You are a loans officer for a bank. A client has just walked in with a business plan. They want to talk to you about getting a loan.

(10 marks)

Q5. In about 4-5 paragraphs, compare and contrast life at the JKLU campus with life off campus. You are suggested to build your paragraphs on the themes of independence, privacy, transportation and expenses. Observe the norms of academic writing.

(10 marks)

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Section B

Q6. Answer as directed. (20 marks).

(a) Rewrite the sentence with the correct words.

He was angrily / angry with the meteorological department from / for giving "incorrect" forecasts.

(b) Choose the correct form of the verb that agrees with the subject.

There (was, were) fifteen candies in that bag. Now there (is, are) only one left!

(c) Read the following statements. Write down the correct statement in your answer sheet.

After reading the original study, the article remains unconvincing.

After reading the original study, I find the article unconvincing.

(d) Rewrite the following sentences in Standard English:-

" Do one thing, set the alarm, lock the door and switch off the light."

"What is your good name please?"

(e) Write the words in brackets in the appropriate forms, using prefixes or suffixes.

He was acting in a very _____ way. (child)

He passed his exam. He was _____ for the second time. (succeed)

(f) The following paragraph contains several errors. Rewrite the paragraph after correcting the errors. (10 marks).

Suraj is the IT manager in a small company. He manages all the computers and sell phones in the company. He also gives computer training to the workers every time they're is a large update. People often call Suraj about their computer problems. He always has a long list of problems he needs troubleshoot. Today he is going to replace a keyboard which no longer works write. Then he is going to repair a problem with the company's wireless connection. Suraj actually needs a assistant to help with his work, but the company can't afford to higher won. Almost none work gets done when the computers aren't working work properly. Suraj is mindful of the importance of his job.