



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION 2015



BBA II (Backlog)
MM: 50 Marks

Course: Basic Communication Skills
Time: 3 Hours
Subject Code: BBA 022A

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

Section A

Q1. A. Choose the correct option for each of the blanks: (1x5=5)

_____ (1) _____ we have well and truly stepped into 21st century, we hardly seem to have grown scientific in our temper. _____ (2) _____ there is development, education and awareness on one hand, there is poverty, superstition and ignorance on the other. _____ (3) _____, the so called education we get, _____ (4) _____ to lift the veil of darkness that mostly keeps our vision clouded. _____ (5) _____ it is too optimistic to believe just by living in an age of science and technology, we have developed a scientific attitude towards things.

Options:

1. (a) When (b) As (c) Even as (d) Even though
2. (a) If (b) Since (c) As well as (d) Moreover
3. (a) Therefore (b) Moreover (c) Whereas (d) Although
4. (a) failed (b) has failed (c) fails (d) is failing to
5. (a) So (b) Therefore (c) In fact (d) While

B. Use the phrasal verbs given below in your own grammatically correct sentences: (1x5=5)

- i) Send off
- ii) Marked by
- iii) Deal out
- iv) Look through
- v) Pull off

Q2. A. Each of the highlighted words below is followed by four statements/phrases/words. Choose the one that best describes the word: (1x5=5)

1. **Puckish**
(a) He had a mischievous smile on his face.
(b) He had a grim look on his face.
(c) He gave a grave smile.
(d) He had a stolid expression on his face.
2. **Immaculate**
(a) If something is colourless, it is immaculate.
(b) If something is spotlessly clean, it is immaculate.
(c) If something is blemished, it is considered to be immaculate.
(d) If something is tainted, it is immaculate.
3. **Gauche**
(a) Composed
(b) Tranquil
(c) Secure
(d) Inelegant
4. **Affinity**
(a) There's always been nonchalance between us
(b) There's always been apathy between us
(c) There's always been liking between us
(d) There's always been insouciance between us

5. **Acerbic**

- (a) While somebody passes acerbic remarks, you get amused
- (b) When a critic is called acerbic, he is considered to have gentle humour in his writings
- (c) When somebody drones on acerbic comments, his comments are supposed to be sarcastic and hurting in nature
- (d) When somebody is acerbic, he is considered diplomatic

B. Now use these highlighted words in your own grammatically correct sentences. (1x5=5)

Q3 A. Transcribe the following words into phonetic script using IPA (Standard Phonetic) symbols: (1x5=5)

- i) Speak
- ii) Fake
- iii) Life
- iv) Air
- v) Cash

B. Write a paragraph on **Role of Advertisements in Business Organizations.** (5)

Q4. A Read the following passage carefully and answer the questions that follow: (1.5x5=7.5 Marks)

A recent trip to Lucknow was an instant eye-opener and a more instant stimulus to introspection. The realization of self degradation started from the station itself. All set to fight the autowallah in Lucknow and accuse him of being a rude fleecer, I was stopped mid-sentence by his demeanour. He was mild, polished and totally agreeable to whatever I would pay him. He was sure I would not pay less than what the fare should be because he felt I had enough money to do so. Of course the respectful way he spoke to me took me completely off guard, and made me a wee bit ashamed. The aggression which one has to display all the time in Delhi, I realized was not needed here. In fact, it was shocking for the autowallah to encounter a presumptuous woman yearning for a fight. That's what Delhi does to you. It takes away your polish. Unlike Delhi, Lucknow prefers to stay away from hysterical momentum. It takes an easy pace of life, teaches residents to stay cool, enjoy food, take siestas and work without hitting the breakneck speed barrier. It has set its priorities right. It nurtures its young and it loves its old.

In Delhi, morning walkers go for expensive paraphernalia. You need to drive at least five kms to hunt for a park. Back in Lucknow simply walk out of your house and your walk begins. No traffic and no pollution.

Answer the following questions by selecting the most appropriate options from the ones given below:

1) The author was all set to fight with the autorickshaw driver in Lucknow as

- a) he expected her to pay more than was due
- b) she was sure he would be unjust
- c) her experience in Delhi had taught her to mistrust autowallahs
- d) he was unbelievably discourteous

2) Your personality in Delhi becomes

- a) negative and aggressive
- b) agreeable and submissive
- c) polished and assertive
- d) negative and submissive

3) Morning walkers in Lucknow require

- a) a park outside their house
- b) expensive paraphernalia
- c) good sports gear
- d) almost nothing

4) The word 'presumptuous' in the passage means

- a) modest
- b) rude



- c) proud
- d) imaginative

- 5) The trip to Lucknow was an eye opener for the author because
- a) she realized that every city in India needs to love its old and calm down its young
 - b) she realized that she was full of negativity
 - c) she had begun to doubt everyone around her
 - d) all of the above

Q.4 B. Discuss the different skills required to read a passage effectively. (2.5)

Section B

Q5. A. Imagining yourself to be one of the participants in a Group Discussion on the topic “**What matters is talent, not perseverance,**” write the following:

- (i) The Beginning of the Discussion
- (ii) The Ending of the Discussion (5x2=10)

B. Imagine that as a candidate in a job interview, you were asked the following questions:

- (i) What do you know about our company?
- (ii) Where do you see yourself five years from now? (5x2=10)

Write your answers for both these questions.