

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Professional Communication Skills

Subject Code: 4SC04PCS1

Branch: B.Sc.(All)

Semester: 4

Date: 12/04/2017

Time : 10:30 To 01:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
-

- Q-1 Attempt the following questions: (14)**
- a) Give two different meanings for the word: **KIND**
 - b) We could see a rare polar _____ in that zoo. (bare ,bear , beer)
 - c) A person who doesn't believe in the existence of God is called a/an _____.
(a) priest (b) theist (c) Atheist (d) none of these
 - d) Give two different meanings for the word: **FINE**
 - e) He is troubled by the scarcity of jeans of his _____ size. (waist ,waste , west)
 - f) _____ means A highest ideal and perfect state.
(a) heaven (b) Utopia (c) Paradise (d) Shangri-la
 - g) What is the name of Natalia's father?
 - h) What is the name of author of the poem The Pulley?
 - i) In the poem _____ a child is the speaker.
 - j) Night of The Scorpion is authored by_____.
 - k) Name the blessings that are offered by the God.
 - l) Whom did the scorpion stung in *Night of the Scorpion*?
 - m) Whom does the poet indirectly refer to, as Lamb?
 - n) Who proposes Natalia in A Marriage Proposal?

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
- A. Describe the rural scenario in the *Night of the Scorpion*.
 - B. Why does the poet consider Rest as pulley? Explain.
- Q-3 Attempt all questions (14)**
- A. What are the subjects of argument between Natalia and Lomov? Describe.
 - B. Summarize the poem *The Lamb* in your words:
- Q-4 Attempt all questions (14)**
- A. Narrate Lomov's character:



B. Write a brief note on basics of Behavioural Communication.

Q-5 **Attempt all questions** (14)

A. Write Speech Mechanism in brief.

B. Explain the Nuances of delivery in your words.

Q-6 **Attempt all questions** (14)

A. Explain the Principles of writing Business Letter

B. Write a review of your favourite movie

Q-7 **Attempt all questions** (14)

A. Write a review of the book you have read.

B. Transcribe the following lines and stress-unstress syllables.

MY heart aches, and a drowsy numbness pains

My sense, as though of hemlock I had drunk,

Or emptied some dull opiate to the drains

One minute past, and Lethe-wards had sunk:

Q-8 **Attempt all questions** (14)

A. Write an inquiry letter on behalf of ABC Store, Rajkot, to XYZ Pharmaceutical Co (Pvt) Ltd., Pune, for a large stock of required medicine.

B. Draft a proper reply with quotation to the above inquiry.

