

P. Pages : 2

Time : Two Hours



**GUG/W/16/5048**

Max. Marks : 50

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1. a) Answer **any one** of the following questions. 6
- i) Write a note on 'conference'.
- ii) What are the various audio visual aids?
- b) Answer **any one** of the following questions. 6
- i) What is Group Discussion?
- ii) Exemplify the role of 'Body-Sport' in oral communication.
2. a) Answer **any one** of the following questions. 6
- i) What is capitalization? Discuss its uses in professional writing.
- ii) Write a note on 'Copy - Editing'.
- b) Answer **any one** of the following questions. 6
- i) Write a note on 'Entrepreneurial values and attitudes'.
- ii) What are the core elements of Entrepreneurship?
3. a) Answer **any two** of the following questions. 4
- i) Write a short note on 'Seminar'.
- ii) Explain the physical arrangements of meetings.
- iii) Discuss the role of movie film projector in teaching, training and advertising.
- b) Answer **any two** of the following questions. 4
- i) What are the six Great Helpers used in presentation skill?
- ii) What are the purposes of Group Discussion?
- iii) Write in short about 'Interview'?
4. a) Answer **any two** of the following questions. 4
- i) What is an abbreviation?
- ii) Write in brief the use of 'comma'.

iii) Write a short note on 'cover-letters'.

b) Answer **any two** of the following questions.

4

i) Define 'Entrepreneurship'.

ii) What are the traits of a successful Entrepreneur?

iii) Discuss the types of Entrepreneurs.

5. a) Fill in the blanks by selecting the appropriate option from the brackets.

5

i) The purpose of the ----- is to confer with persons having similar interests and also to pool their experiences and opinions.  
(meeting, conference)

ii) A ----- refers to the discussion in a small group in which the result of original research or advanced study is presented through oral or written reports.  
(conference, seminar)

iii) ----- is the most commonly available visual equipment.  
(The blackboard, The overhead projector)

iv) -----, by itself has the capacity to connote whether an individual has a positive or a negative personality.  
(Body sport, communication)

v) In -----, leadership qualities necessitate that the individual have the capacity to take initiative during the course of the interaction.  
(Group Discussion, Interview)

b) Fill in the blanks by selecting the appropriate option from the brackets.

5

i) Copy editing demands a close scrutiny of the style of -----  
(Presentation, punctuation)

ii) ----- help us to understand the meaning of the sentence.  
(Capitalization, punctuation)

iii) ----- is the owner of the enterprise.  
(An entrepreneur, A manager)

iv) ----- is based on purposeful and systematic innovation.  
(Ownership, Entrepreneurship)

v) A ----- is the servant in the enterprise owned by the entrepreneur.  
(Manager, Supplier)

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