**SAINTGITS COLLEGE OF APPLIED SCIENCES**

PATHAMUTTOM P.O, KOTTAYAM

I Internal Examination [September 2015]

**B.Com/BCA/BBA/BA First Semester**

 **COMMUNICATION SKILLS IN ENGLISH**

Total marks: 50 Time: 2 hours

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***Answer all questions. Each question carries 1 mark.***

1. What is IPA ?
2. What is an index?
3. Identify the common sound in the following words: *odd, wash, box, lock*
4. Find out the number of syllables in the following words: 1) Television 2) Better
5. Identify the words from the following transcripts - / /, / /

 (5 × 1 = 5 marks)  ***Answer any 5 questions. Each question carries 2 marks.***

1. What is a syllable? Illustrate.
2. Define lip-teeth sounds with examples.
3. Transcribe the following words: a) hand b) answer c) pure d) college
4. Add the missing word in each pair of words given below:

a) luck-lurk, hut- ……….. b) ear- air, ………… -share

 10*.* What is group discussion? Why are they held as part of recruitment process?

 11. What kind of attitude do you need while participating in a group discussion?

 (5 × 2 = 10 marks)

***Answer any 5 questions. Each question carries 4 marks.***

 12. What are the skills required for group discussion?

 13. Why is English considered as an unphonetic language?

 14. Explain types of reading.

 15. Which are the different types of group discussion?

 16. What are the stages involved in the making of a formal speech?

 17. As the College Union Chairman, write a vote of thanks speech for the union inauguration ceremony in your college.

 (5 × 4 = 20 marks)

 ***Answer any 1 question. The question carries 15 marks.***

 18. Explain the roles and functions in group discussion.

 19. Read the following passage and answer the questions that follow

**Firms need a better way of planning**

Many companies have lost the art of strategy making. They spend too much time looking at process change, organization and systems**.(1)…G**…They have got things out of balance. In many companies, the development of strategy is in crisis.

In a recent magazine poll, only 6 percent of executives rated their company highly for long- term planning skills**.(2) ……**If this figure is accurate, it is not surprising that 29% of the FTSE 100 companies failed to achieve real sales growth between 1992 and 1996, when take–over’s are excluded from the figures. There can be no doubt about the value of effective strategy making. Recent research has shown that what are described as ‘visionary’ companies – those with clear strategies for the future – deliver higher share holder returns. They are at less at risk from short-term earning pressures because they know- they can convince others that they will survive these.

**(3)…….**Times have changed. The big company of today is not being defeated by another big company but by the small companies. So how do they do it? And where do companies that are failing in this respect turn? If a company accepts that their strategy development is not ‘the best in the class’, if they acknowledge that they need to do more to map out their future, influence rather than be influenced, shape their market instead of being shaped by it, how should they take on this strategy-making challenge?

Field’s books “Strategy Management” puts forward a new approach to help companies rediscover the power of forward planning**.(4)………** The book is straightforward to understand and use, and offers practical and specific directions. Research and empirical testing have proved that it can be useful in all areas of industry and should be of value to any company.

The approach put forward is based on two key building blocks; the first being that any company considering its future must have commitment to win**.(5)……..**The second building block is competitive advantage. The author defines four prime areas that differentiate organizations and influence purchase decisions. These are ‘the performance of product or service, sold at the most attractive price with extra ordinary levels of service and strong emotional values.’ It may require only one of these areas to produce a competitive advantage. Take Coca-Cola for example**.(6)** ……..

Companies can explore how to win by building on their commitment and working around this approach to identify which one or more of these four sources of advantage will lead to success.

**Part 1**

**Choose the best sentence to fill in the gaps 2 -6.**

1. Clear guidelines are given on how to become involved with customers and build new forms of competitive advantage
2. Through the brand name, the company has established a relationship with customers’ feeling that has made the product highly successful.
3. Another survey estimated that only one in ten companies has the information they needed to make strategic decisions.
4. Lacking any debate about the future ,there are typically reduced to once- a- year form-filling exercise.
5. If this comes across forcefully enough rivals will see it and go elsewhere believing the market will be taken over by another.
6. In the past,it was generally believed that the scale of the company was the most significant factor.
7. They do not invest enough effort in determining where they want to be in their markets and how they are going to beat their competitors (**5 x 2 = 10 Marks)**

**Part II**

**Identify the words from the passage which means:**

 1. Cause (someone) to believe firmly in the truth of something

 2. A plan of action designed to achieve a long term aim

 3. A way of dealing with a situation or a problem . **(3 x 1= 3 Marks)**

**Part III**

**Identify words from the passage which has the same meaning as following:**

1. Major
2. Disaster **(2 x 1 = 2 Marks)**

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