

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated/BBA-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: BB01001041

Date: 10-06-2025

Subject Name: General and Communicative English

Time:02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Explain the meaning of the following terms. (a) Interjection (b) Extempore (c) Summarizing (d) Abstract (e) Feedback (f) Skimming. (g) Scanning	14
Q.2	(a) Differentiate between listening and hearing. (b) Explain Tense with their types and example.	07 07
OR		
	(b) Explain Conjunction with appropriate example.	07
Q.3	(a) What is Compering? What are the tips for effective Compering? (b) Create a script for a public service announcement on topic "Healthy eating and exercise"	07 07
OR		
Q.3	(a) What are the tips for Effective Commentary and Demonstration? (b) Prepare a speech to deliver on "The Power of Kindness" at a school assembly.	07 07
Q.4	(a) How to Find Gist, Main Points, and Deduce Meaning? Explain with example. (b) Write a composition on "The Benefits and Drawbacks of Online Education"	07 07
OR		
Q.4	(a) Write a short story about a time you overcame a challenge.	07
	(b) What is mean by drawing inference? How to draw inference?	07
Q.5	(a) News writing for radio and television has distinct characteristics – Explain.	07

(b) Correct the grammatical errors in the following sentences

07

1. I have saw him yesterday.
2. He has not came yet.
3. She has been singing since two hours.
4. I prefer tea than coffee.
5. He is elder than his brother.
6. He is very tallest boy in the class.
7. I have a lot of works to do.

OR

Q.5

(a) Analyze presentation skills of any two presenters of your choice.

07

(b) Complete the following sentences with the correct use of prepositions given in the bracket. (after, about, for, by, among, without, since)

07

1. How long can you survive _____ light or heating?
2. Who is looking _____ you when your parents are not in?
3. We are not allowed to talk _____ ourselves.
4. Police want to know all _____ it and are calling for witnesses.
5. My friend has been living in Canada _____ two years.
6. I have been waiting for you _____ seven o'clock.
7. I will have finished this essay _____ Friday.

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: BB01001041

Date: 03/01/2025

Subject Name: General and Communicative English

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Definitions the following terms. **14**
1. PSA
 2. Skimming
 3. Empathetic listening
 4. CTA
 5. Compering
 6. Sentence Structure
 7. Visual ad
- Q.2 (a)** What meaning of punctuation ? describe types of punctuation . **07**
- (b)** Choose the correct word in each sentence below. **07**
1. Manager did not her leave application.
 - a) Accept
 - b) Except
 2. The sun in the east.
 - a) Rices
 - b) Rises
 3. Mohan likes to wearclothing.
 - a) Lose
 - b) Loose
 4. His lawyer not to talk.
 - a) Adviced
 - b) Advised
 5. Hiya wants to beof our hockey team.
 - a) A part
 - b) Apart
 6. Anand runs fasterRomy .
 - a) Than
 - b) Then
 7. The showpiece was an One.
 - a) Antic
 - a) Antique

OR

- (b) Find the correct Synonyms. 07
1. Famous
 2. Analysis
 3. Vision
 4. Idea
- Find the correct antonyms.
1. Bless
 2. Inhale
 3. Peace

- Q.3** (a) How to developing listening skills – Explain briefly. 07
(b) Write report on “affect social media on teenagers”. 07

OR

- Q.3** (a) Explain communication process in detail. 07
(b) Write paragraph on “superstitions” 07

- Q.4** (a) Explain types of public speaking & ways to overcome public speaking fear . 07
(b) Fill in the blanks with suitable prepositions. 07

1. It is stupidher to go out without a coat in such cold weather.
2. I'm boredit.
3. They sent me a cheque750
4. He'sholiday in france.
5. Water boils100 degrees Celsius
6. They arrived5'oclock.
7. George's books have been translatemany languages

OR

- Q.4** (a) Techniques for effective commentary on visual Ads . 07
(b) Correct the mistakes. 07

1. I ordered jalebi' I also ordered basundi.
2. She's married with a professor.
3. I like very much chocolates .
4. There are less dresses.
5. If I will visit England , I will met you .
6. Each of the cars are fast
7. I don't need no help.

- Q.5** (a) What is article writing? how to write articles & tips for writing articles 07

- (b) Idioms and phrases. 07

1. Calm before the storm
2. A piece of cake
3. To feel under the weather
4. Giving someone the cold shoulder.

Fill in the blanks with appropriate articles .

1. My mother was..... teacher.
2. European country .
3. We are looking for.....apartment

OR

- (a) Difference between hearing & listening. 07
(b) Explain types of dialogue writing with suitable example 07

Enrollment No./Seat No: _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Integrated/BBA - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: BB01001041

Date: 16-12-2025

Subject Name: General and Communicative English

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Affect vs. Effect with example (b) Complement vs. Compliment (c) Define: Give up and Break the ice (d) Common Grammatical Errors (e) Loud Reading (f) T.V Panel Discussion (g) Skimming and scanning	14
Q.2	(a) Identify three common grammatical errors made by English learners. For each error, explain its cause, provide an incorrect and corrected example, and suggest ways to avoid making the mistake. (b) Analyze the role of sentence structure in creating clear and coherent communication. Compare and contrast simple, compound, and complex sentences, and discuss their appropriate use in different contexts.	07 07
	OR	
	(b) Briefly discuss hearing and listening distinction with suitable example.	07
Q.3	(a) Describe the stages of the listening process. How can one ensure each stage is effectively executed in communication? (b) What are some effective methods for improving listening skills, and how can these be applied to comprehend a conversation or a speech effectively?	07 07
	OR	
Q.3	(a) What are the critical components of effective article writing? (b) Compare summarizing and precise writing. How do they differ in terms of purpose and technique? Provide examples to illustrate your answer.	07 07
Q.4	(a) What is Communicative function? Define its types with example. (b) Discuss strategies for listening for specific information during a lecture or conversation.	07 07
	OR	
Q.4	(a) Discuss the essential components of an effective report. How do reports differ from other forms of writing, such as essays or articles? (b) What is the purpose of an abstract in academic writing? Discuss the key elements that should be included in a well-written abstract.	07 07
Q.5	(a) What are the key elements of an effective Public Service Announcement (PSA)? How can visual and auditory elements enhance the impact of a PSA? (b) What common skills do effective presenters share, and how do their approaches differ based on their target audience?	07 07
	OR	
	(a) How does loud reading enhance pronunciation and fluency? Suggest practical exercises to incorporate this technique into daily practice. (b) What are the key differences between delivering a speech and participating in a panel discussion?	07 07
