



**MZ-1612050701010500** Seat No. \_\_\_\_\_

**M. P. M. (Sem. I) (CBCS) Examination**

**January – 2018**

**English**

Time : **3 Hours**]

[Total Marks : **80**

**Instructions :**

1. Answer and tie up both the sections separately.
2. Figures to the right indicate marks.
3. Answer the three (03) questions from each section.
4. Question one (1) and question five (5) are compulsory.
5. Draw neat and clean diagrams as required.

**SECTION – I**

- 1 Answer Any Seven (07) out of Ten (10) in brief : **14**
1. Draw diagram of Communication Cycle.
  2. Define Semantic Noise.
  3. Define Oral Communication.
  4. State types of Vocal Variety.
  5. Define Group Communication.
  6. Mention steps of Five Keys to Effective writing.
  7. What do you mean by Glassophobia ?
  8. Name different formal and informal types of communication.
  9. Which are three main skills of Communication ?
  10. What is importance of Interview ?
- 2 Explain in detail Features of Effective Communication. **13**

- 3 Read the passage below and answer the questions : 13

### McDonald

Once upon a time, a businessman named Ray Kroc discovered a restaurant owned by two brothers. The restaurant served just four things: hamburgers, French Fries, milk shakes and coca cola. But it was clean and inexpensive, and the service was quick. Mr. Kroc liked it so much that he paid the brother so that he could use their idea and their name: McDonald's.

Beef, big business and fast service were the ingredients when Mr. Kroc opened his first McDonald's in 1955. Four years later, there were 100 of them. Kroc knew Americans liked success. So he put signs saying how many millions of McDonald's hamburgers people had bought. In just four years, the number was one hundred million. Now there are more than 13,000 McDonald's restaurants from Dallas to Paris and from Moscow to Beijing.

Anyone who wants to open a McDonald's must first work in one for a week. Then, they do a nine month training programmed, in the restaurants and at "McDonald's University" in Chicago. There they learn the McDonald's philosophy: quality control, service, cleanliness and cheap prices.

McDonald's has strickt rules, Hamburgers must be served before they are ten minutes old, and French fries, seven.

McDonald's has never stopped looking for new methods to attract customers, from drive-in windows to birthday parties. Chicken, fish, salad and, in some places, pizza are now on the menu. McDonald's in Holland even sells a vegetarian burger. Their international popularity shows they have found the recipe for success.

#### QUESTIONS :

1. How did putting up signs of his success in America help Mr. Kroc ?
2. What made the restaurants more popular ?
3. What is Mcdonald's Philosophy ?
4. Who is McDonald's named after ?
5. McDonald's is not innovative in their methods – True or False, explain in detail.

- 4 Write an essay on "Politics of India" in 200 words. 13

## SECTION – II

5 Answer any **two** out of **three** : 14

(i) Correct the following sentences : (any 7)

1. He asked had we taken our food.
2. He asked that where I was going
3. He asked to her why she was angry
4. No one cared for him after his wife died
5. When I went there I found that the bag was disappeared
6. I did not stop because he went out before I arrived
7. When I will go to Bombay I will see him
8. He is doing Running
9. One should not waste his time
10. He enjoyed during holidays

(ii) Write down correct SYNONYM in answer-sheet :

1. Charming  
A) Beautiful                      B) Worst  
C) Beast                            D) Fare
2. Dessert  
A) Forest                            B) Cake  
C) Bitter                            D) Tart
3. Indicate  
A) Disclose                        B) Reveal  
C) Signify                         D) Announce
4. Contentment  
A) Ease                              B) Joy  
C) Luxury                         D) Fulfillment
5. Intentional  
A) Unforced                        B) Willful  
C) Independent                    D) Spontaneous
6. Fodder  
A) Hay                                B) Lawn  
C) Feed                              D) Grass
7. Spectator  
A) Viewer                         B) Beholder  
C) Witness                         D) Improved

(iii) Give **one** word substitute for the given sentences :

1. A book written by Unknown Author
2. A game in which neither party wins
3. A government by one
4. A life history written by some one else
5. A person liable to be called to account for his action
6. A person who always thinks of himself
7. A person with an evil reputation

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| <b>6</b> | Explain in brief- how to overcome stage fear.                    | <b>13</b> |
| <b>7</b> | Describe in detail Reading problem of students as Novice Reader. | <b>13</b> |
| <b>8</b> | Explain in detail Barriers to listening.                         | <b>13</b> |
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