Flight of fancy, till truthfulness changed her accent
Hard on the mouthpiece. 'WHAT'S THAT?' conceding
'DON'T KNOW WHAT THAT IS.' 'Like brunette.'
'THAT'S DARK, ISN'T IT?' 'Not altogether.

Facially, I am brunette, but madam, you should see
The rest of me. Palm of my hand, soles of my feet
Are a peroxide blonde. Friction, caused—
Foolishly madam—by sitting down, has turned
My bottom raven black—One moment madam!'—sensing
Her receiver rearing on the thunderclap
About my ears—'Madam,' I pleaded, 'wouldn't you rather
See for yourself ?'

a. Where do we find feedback to the speech in this passage? What is
    the feedback? (2)

b. Semantic noise is defined as barrier that is generated within a
    message, and is caused by limited vocabulary, cultural differences,
    and blocked categories.
    The narrator is pointing out a specific kind of barrier and refuting the
    landlady's argument. What and why are the possible barriers to
    communication between the narrator and the landlady? (3)

c. How would you **interpret** the character of the narrator? What do
    you think are the reasons that he behaves in the manner that he
    does? (10)

d. Rewrite the passage as a **dialogue** between the narrator and the
    landlady. (10)

I SEMESTER   MBA FBE

END SEMESTER EXAMINATION   Nov/Dec **2019**

PAPER CODE FB 106

TITLE OF PAPER- Business Communication

Time: 3:00 Hours   *Max. Marks : 60*

Note : Answer all question by Selecting any two parts from each
       questions.
       All questions carry equal marks.
       Assume suitable missing data, if any.

Q.1 Read the passage and answer the questions below. [35 marks]

'Imagine': John Lennon (1940-1980)

Imagine there's no heaven
It's easy if you try
No hell below us
Above us only sky
Imagine all the people
Living for today...

Imagine there's no countries
It isn't hard to do
Nothing to kill or die for
And no religion too
Imagine all the people
Living life in peace...

You may say I'm a dreamer

But I'm not the only one
I hope someday you'll join us
And the world will be as one

Imagine no possessions
I wonder if you can
No need for greed or hunger
A brotherhood of man
Imagine all the people
Sharing all the world...

You may say I'm a dreamer
But I'm not the only one
I hope someday you'll join us
And the world will live as one.

a. There are three things the poet asks the reader to imagine. What are those things? (2)

b. Why does the poet want a world without countries? (3)

c. What kind of world does the poet want us to imagine and dream about? How will this be different from the world in which we live now? (5)

d. Write a paragraph of connected sentences using at least 5 of the words below. The paragraph should be roughly 50-80 words. (5)
'Imagine', 'possessions', 'dreamer', 'brotherhood of man'. 'greed', 'peace' 'heaven', 'religion'

e. Prepare a summary of the poem in your own words. (10)

f. You are a journalist who has been sent by your newspaper to interview John Lennon. Based on the poem write an interview with him. (10)

Q. 2 Read the passage and answer the following questions: [25 marks]

'Telephone Conversation' : Wole Soyinka

The price seemed reasonable, location
Indifferent. The landlady swore she lived
Off premises. Nothing remained
But self-confession. 'Madam,' I warned,
'I hate a wasted journey—I am African.'

Silence. Silenced transmission of
Pressurised good-breeding. Voice, when it came,
Lipstick coated, long gold-rolled
Cigarette-holder pipped. Caught I was, foully.
'HOW DARK ?'... I had not misheard... 'ARE YOU LIGHT
OR VERY DARK ?' Button B. Button A. Stench
Of rancid breath of public hide-and-speak.
Red booth. Red pillar-box. Red double-tiered
Omnibus squelching tar. It was real! Shamed
By ill-mannered silence, surrender
Pushed dumbfounded to beg simplification.

Considerate she was, varying the emphasis—
'ARE YOU DARK? OR VERY LIGHT?' Revelation came.
'You mean—like plain or milk chocolate?'
Her assent was clinical, crushing in its light
Impersonality. Rapidly, wave-length adjusted,
I chose. 'West African sepia'—and as afterthought,
"down in my passport." Silence for spectroscopic