

NEW



KA-3701

First Year B.C.A. (Sem. I) Examination

October / November – 2012

Communication Skills : Paper - 101

(New Course)

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशांशवैक्य निशानवाणी विगतो उत्तरवही पर अवश्य लिखनी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
F. Y. B.C.A. (SEM. 1)

Name of the Subject :
COMMUNICATION SKILLS : PAPER - 101 (NEW)

Subject Code No. : 3 7 0 1 Section No. (1, 2,.....) : Nil

Seat No. : [] [] [] [] [] [] [] [] [] []

Student's Signature

- (2) Figures to the right indicate full marks.
- (3) Clearly mention the options you choose.

1. Explain with examples different ways of communicating any **three** of the following: (12)

- i. Requests
- ii. Answering requests and instructions
- iii. Asking and giving permission
- iv. First time introduction

2. a. You are a purchase manager of *Sipla Marketing Agencies*. Write a letter to *Thompson Matrix Ltd, Bangalore* asking for a copy of their latest catalogue of home appliances. Ask for best trade terms assuring long term business relationship. (12)

OR

b. As a Marketing Manager of *Thompson Matrix Ltd*. Draft a reply to the above letter. Furnish latest catalogue and offer special discount of 5 % on all items. (12)

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3. Write short notes on any **two** of the following: (10)

- i. Use of Visual Aids in Oral Presentation
- ii. Humour in Writing
- iii. Planning and preparation before presentation
- iv. Discussion skills

4 a. Discuss the principles of drafting a report. (12)

OR

b. Prepare an office memo emphasizing the need of minimizing the use of office cars. (12)

5 Do as directed: (12)

i. Each of the boys _____ done his homework. ('to have')

ii. Make words with the following suffixes:

a. - cide

b. - ism

iii. She _____ here since 1998. (put proper form of the verb 'to live')

iv. Give adjectives of the following:

a. capacity

b. Electricity

v. He has become weak _____ hunger. (Insert suitable preposition)

vi. Use following phrases in your own sentences:

a. Rob of

b. Plot against

6. a. *Chennai Cements Ltd.*, *Chennai* require an Administrative Manager. (12)

They advertised in *The Hindu*. They are looking for a person capable of planning to produce tangible results in business growth. S/he must have good command over spoken and written English and Tamil.

Daft a suitable application along with resume.

OR

b. Develop a paragraph on the topic *Newspapers and its Relevance in the Electronic Age*. (12)