



G-3701

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

November/December – 2014

Paper - 101 : Communication Skills

(New Course)

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दृशविकल्प निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी.  
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 :  
Paper - 101 : Communication Skills (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)

- Asking and giving permission
- First time introduction
- Formal and Informal Greetings
- Refusal to give permission

2. a. Answer the following advertisement:

(12)

**WANTED REGIONAL MANAGER**

Applications are invited from dynamic and enthusiastic candidates for the position of a Regional Manager (Marketing)

- Masters Degree in Management
- Minimum 10 years of work experience
- Fluent in English; Excellent communication and interpersonal skills.

Attractive salary package and other benefits will be offered based on qualification and experience. Interested candidates apply within seven days along with Resume to the following address: 2004, Merry Heights, 4<sup>th</sup> Road, Kandivali (W), Mumbai – 400 067

**OR**

G-3701]

1

[Contd...

2. b. Write an application for the post of a Liaison executive in an export organization. (12)

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

- i. Advantages of effective writing
- ii. Effect of modern technology on communication process
- iii. Various layouts of letter writing
- iv. Responsibilities of a discussion leader

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

**OR**

4. b. Write a detailed essay on Planning and Preparing the Content for a Presentation. (12)

5. Do as directed: (12)

1. Make words with the following suffixes:

- i. – er
- ii. –ness

2. Use following phrases in sentences of your own:

- i. Approve of
- ii. According to

3. When we went to the zoo, we saw \_\_\_\_\_ huge elephant there. \_\_\_\_\_ elephant was eating leaves.

(Insert suitable articles)

4. Give me five thousand rupees. (Change the voice)

5. Keep it. (Add question tag)

6. Children likes sweets. (Correct the error, if any)

6. Develop a paragraph on the following topic. (12)

*To tweet or not to tweet....*