



BA-1821

First Year B. C. A. (Sem. I) Examination
September / October – 2009
Communication Skills

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशिक निशानवाणी विगतो उत्तरवडी पर अवश्य कपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
F. Y. B.C.A. (SEM. 1)	<input type="text"/>
Name of the Subject :	<input type="text"/>
COMMUNICATION SKILLS	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="8"/> <input type="text" value="2"/> <input type="text" value="1"/>	Section No. (1/2.....) : <input type="text" value="NIL"/>
Student's Signature	

(2) Figures to the right indicate full marks.

(3) Indicate clearly the options you attempt.

1 Write a paragraph on any one of the following : 12
(a) Event Management
(b) E-mails
(c) Where there is a will, there is a way.

2 (a) Write a letter of inquiry on behalf of "Modern Furnishers, Belgaum" asking for the price list and catalogue from M/s. J.K. Co., Hubli. 12

OR

2 (b) Chitale Bros. Pune received plastic bags from "Neo-Plastic Products", Mumbai in a damaged condition. Write on behalf of Chitale Bros. a letter of complaint asking for the replacement of plastic bags. 12

3 Write short notes on any two of the following : 12

(a) Skimming and Scanning

(b) Difference between giving feedback and receiving feedback

(c) Importance of controlled body language

(d) Communication process.

- 4 (a) Prepare a report to be submitted by an Area Sales Manager about his annual sale of cosmetic products. 12

OR

- (b) Draft an application along with a detailed resume for the post of a lady receptionist. 12

- 5 Do as directed : 10

- (i) Add suffixes

(a) Curious

(b) Father.

- (ii) Add prefixes :

(a) Lighten

(b) President.

- (iii) Give synonyms :

(a) Fast

(b) Damage.

- (iv) (a) The cat with its Kittens _____ here. (live/lives)

(b) Rs. 225/- _____ not a big amount for such a precious book. (was/were)

- (v) Use the following pair of words in sentences to bring out the difference in their meaning.

Accept : Except

- 6 (a) Prepare a dialogue between two friends discussing the terrorist attacks and its aftermath. 12

OR

- (b) Discuss in detail the telephonic strategies essential for proper communication. 12

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