



N-1401

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

October / November - 2011

Communication Skills

101

Time : 3 Hours]

[Total Marks : 70

Instructions

(1)

नीचे दशांशक निशानोंवाली विजयो उत्तरपत्री पर अवश्य लिखनी। Fillup strictly the details of signs on your answer book	Seat No.:
Name of the Examination :	
F. Y. B. C. A. Sem. I	
Name of the Subject :	
Communication Skills	
Subject Code No. : 1 4 0 1	Section No. (1, 2, ...): Nil
Student's Signature	

(2) Figures to the right indicate full marks.

(3) Indicate clearly the options you choose.

- 1 Write a paragraph on any one of the following : 10
- (a) My responsibility towards my family.
 - (b) Corruption
 - (c) Urban Life

- 2 (a) On behalf of a Sales Director, draft a brief report 12
on each of the two short-listed candidates for the post of
a Personal Assistant, summarizing their business
experience, personal qualities and qualifications.

OR

- (b) M/s. Akbarali and Sons receive a consignment of 12
glassware in a badly damaged condition from
New Era Glass Manufacturing Co. Ltd. M/s. Akbarali and
Sons feel that this damage was because their instructions
for special packing were ignored by the manufacturers.
Write a letter bringing these facts to their notice and
asking for compensation

- 3 Write short notes : (any two) 12
- (a) SQ3R Method of Reading
 - (b) Adjustment Letters and goodwill.
 - (c) Tips on effective speaking
 - (d) Strategies for improving discussion skills.

- 4 (a) "Good telephone communication skills benefit an organization" - Discuss. 12

OR

- (b) Mention hints for assessing and handling feedback. 12

- 5 Do as directed : 12

- (i) One _____ always speak the truth.

(Insert modal verb)

- (ii) The inspector said, "Let no one touch the body."

(Change into indirect speech)

- (iii) Use the following phrases in sentences of your own :

(a) come across

(b) break down

- (iv) We have only _____ minutes to spare. (few/a few)

- (v) My sister studies more than I. Therefore _____ result is better than _____.

(Insert pronouns)

- (vi) Plant it.

(Change the voice)

- 6 (a) Develop a story from the points mentioned below and give a suitable title to it. 12

Rich man - gives advertisement for motor driver - three persons come - asks same question to each of them - "How near the edge of a cliff can you drive my car?" - The first replies 'one inch' - The second replies 'half an inch' - The third replies, 'I will always keep at a safe distance' - third candidate immediately selected.

OR

- (b) Draft a letter acknowledging an unusually large order from an old customer for ready-made clothes in which you deal. Introduce in the letter a brief sales talk designed to make him more enthusiastic about your goods. 12