



P-3701
First Year B. C. A. (Sem. I) Examination
March/April – 2014
Paper - 101 : Communication Skills
(New Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवले निशानोंवाणी विगतो उत्तरवली पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.		Seal No. : <table border="1" style="display: inline-table; width: 100px; height: 20px;"><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>						
Name of the Examination :		Student's Signature						
F. Y. B. C. A. (Sem. 1)								
Name of the Subject :								
Paper - 101 : Communication Skills (New)								
Subject Code No. : <table border="1" style="display: inline-table; width: 100px; height: 20px;"><tr><td style="width: 20px; text-align: center;">3</td><td style="width: 20px; text-align: center;">7</td><td style="width: 20px; text-align: center;">0</td><td style="width: 20px; text-align: center;">1</td></tr></table>	3	7	0	1	Section No. (1, 2,.....) : <table border="1" style="display: inline-table; width: 50px; height: 20px;"><tr><td style="text-align: center;">NIL</td></tr></table>	NIL		
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- (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
- (a) Instruction in the form of a request
 - (b) Strong instruction as suggestion
 - (c) Informal refusals
 - (d) Giving Order

- 2 (a) Dr. M. N. Vyas was inquired if he would like to serve honorary as a board member for a project in Thompson Matrix Ltd., Bangalore. On behalf of Dr. M.N.Vyas write a letter of reply (acceptance/rejection) to serve for this honorary position. 12

OR

- (b) On behalf of PhotoVision Video Center write a letter to MIS Kaira Electronics Ltd., Ankleshwar requesting for quotations of TV sets of different brands . Also make an inquiry about the terms and conditions along with any attractive prize schemes or discount offers. 12

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[Contd...

- 3 Attempt any two of the following: 10
- (a) Types of Memorandum
 - (b) The way dress and appearance make an impact on communication
 - (c) Five Principles of Communication
 - (d) Discussion Etiquette

- 4 (a) K.C.R. College Union, Valsad received complaints from students regarding difficulty in parking. Prepare a short formal report to be submitted to the Principal of the college. Mention your findings and recommendations. 12

OR

- (b) SPICMAY Company Ltd. wrote to Ms. Nyara Shah, 23/4 Sanskruti Apts., B/H Haveli, Ashram Road, Ahmedabad that she had not paid two months' installments. Write a reply pointing out the mistake in the wrong demand for payment as the installments have already been paid. Say copies of receipts are enclosed. Use strict words for their negligence. 12

- 5 Do as directed : 12

- (i) Make words with the following prefixes:
 - (a) counter-
 - (b) extra.
- (ii) Use the following phrases in sentences of your own:
 - (a) approve of
 - (b) according to
- (iii) _____ M.P. of fifteen years standing is not a frequent phenomenon. (Insert a suitable article)
- (iv) Niva gave five rupees to Nitya. (Change the voice)
- (v) I stay _____ Surat _____ Gujarat. (Insert suitable prepositions)
- (vi) She teaches English, isn't she? (Correct the sentence, if necessary)

- 6 (a) Develop a paragraph on the topic Need for the Youth to understand the Rational use of Social Networking Media 12

OR

- (b) Draft an application along with a resume for the post of a Deputy Manager. 12