



EM-3701

First Year B. C. A. (Sem. I) Examination
October / November - 2016
Paper - 101 : Communication Skills
(New Course)

Time : 3 Hours]

[Total Marks : 70

Instructions : (1)

नीचे दशांशवले निशानीवाणी विगतो उत्तरवली पर अवश्य वधवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="FIRST YEAR B. C. A. (SEM. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PAPER - 101 : COMMUNICATION SKILLS (NEW)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="7"/> <input type="text" value="0"/> <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) Clearly mention the options you choose.

- 1 Explain with examples different ways of communicating any **three** of the following : 12
(i) Asking and giving permission
(ii) Every day Greetings
(iii) Special Greetings
(iv) Giving Orders.

- 2 The proprietor of Ajax Stationery Mart, Senapati Bapat Marg, Mumbai - 400028 received complaints from his customers about the peerless fountain pens sold by him to them. He points out this to his suppliers Peerless Pen Corporation and states the causes of customers' dissatisfaction with the pens and asks for a thorough inquiry into the matter. Draft this letter. 12

OR

- 2 You have recently received number of inquiries from your customers for 'Aquatile' brand light weight rain-coats. Request your supplier for a quotation for men's and women's raincoats, in both small and medium sizes. 12

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[Contd...

- 3 Write short notes on any two of the following : 10
- (a) Conditions to be fulfilled before presentation
 - (b) Effective use of 'notes' during presentation
 - (c) 7 Cs of an effective business letter
 - (d) Responsibilities of a discussion leader.
- 4 (a) As a Campus Development Officer of your college, you have been asked to find out possibilities of starting a Stationery Shop in the college. Prepare a suitable report to be submitted to the Principal. 12

OR

- (b) Prepare an application along with resume in response to the following advertisement : 12

CompuSol Software Pvt. Ltd.

Requires a **System Engineer** having experience using automation tools to identify, isolate, troubleshoot and resolve application problems, working with minimum direction, managing multiple tasks and directional changes under short yet firm deadlines with a strong ability to work creatively and analytically.

Technical skills :

- Technical troubleshooting and performance tuning experience.
- Experience using Windows and / or Linux systems administration with scripting skills in Java, Shell, PHP, Perl, or Python.
- Experience in software development or automation platform engineering.
- Excellent analytical skills, coupled with a strong sense of responsibility, urgency and drive.

5 Do as directed : 12

- (1) Make sentences to differentiate meanings of the following words :
 - (a) Price
 - (b) Prize
- (2) Use following phrases in sentences of your own :
 - (a) Capacity for
 - (b) According to
- (3) My sister has a beautiful voice. My sister never sings.
(Combine the pair of sentences to form a compound sentence)
- (4) You _____drive on the right in Turkey. (Insert suitable Modal Auxiliary)
- (5) Did Joe draw this circle ? (Turn into passive voice)
- (6) _____ each of the girls ready to leave ? (Is / Are)

6 Develop a paragraph on the following topic : 12
Effects of Social Networking Sites
