



C-1821

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

October / November – 2008

Communication Skills : P-101

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टवित - विधानीवाणी विगतो उत्तरवली पर अवश्य वनवी.
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 :
Communication Skills : P-101

Subject Code No. : 1 8 2 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 Write a paragraph on any one of the following: 12
(a) Vocational Courses and Education.
(b) Yoga and the Indian Traditions.
(c) The art of Salesmanship.

- 2 (a) Write a reply to the letter of inquiry sent by the Marketing Head, Amazon Star Ltd, for T.V. and Audie System to the Manager, Sony Limited, New Delhi. 12

OR

- (b) On behalf of the Regency Hotel, Mumbai, write a letter of complaint to the Marketing Executive of Cheese Hut, Mumbai for supplying stale cheese, pizzas and burgers. 12

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

- (a) Receiver-Oriented telephonic strategies.
(b) Tips for Effective Listening
(c) Reading a skill
(d) Qualities for effective feedback

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[Contd...

- 4 (a) Prepare a report to be submitted to the Chairman 12
of the company informing him of the causes of decline in
sales of their readymade garments and give suggestions
for improvement.

OR

- (b) Draft an application with a detailed CV for the post 12
of a Radio Jockey.

5 Do as directed:

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- (i) Add suffixes

(a) Read

(b) Fair

- (ii) Make a sentence to express the following :

(a) Request

(b) Thanks

- (iii) Give Synonyms

(a) Suggest

(b) Short

- (iv) Use the following words in sentences of your own
'dying' and 'dyeing'.

- (v) (a) I am not speaking English very well. (correct the
sentence)

(b) One of the students _____ on the stage. (is/are)

- 6 (a) Prepare a dialogue between two friends discussing 12
the current issue of sledging and lack of
sportsmanship in the game of cricket.

OR

- (b) What are the Barriers to Listening? How can we 12
avoid them?

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