



RG-5395

Seat No. _____

First Year B. B. A. Examination

March/April – 2011

Communication Skills

(Text-Wings of Fire by APJ Kalam)

Time : 3 Hours]

[Total Marks : 100

Instructions :(1) Attempt all questions.

(2) Mention the option clearly.

- 1 (a) “We are all born with a divine fire in us. Our effort should be to give wings to this fire” - discuss and signify the title “Wings of Fire.” **12**

OR

- (a) “Wings of Fire” is an individual journey of Dr. Kalam to develop India’s scientific and technological self sufficiency - Explain it as Dr. Kalam’s autobiography.

OR

- (a) Write in detail about the five missile projects under IGMDP.

- (b) Write short note on any one. **8**

(1) Agni Programme.

(2) “Afterwords” in “Wings of Fire.”

(3) People who influenced Kalam during his early and working years.

- 2 (a) Answer in brief any two of the following. **10**

(1) Describe the situation at INCOSPAR in the early sixties.

(2) How does the author view technology ?

(3) How was his interview at the ‘Air Force’ ?

(4) What lesson did Iyadurai Solomon teach the author ?

- (b) Attempt any two references to context. **10**
- (1) "I feel as if my son has got the award."
 - (2) "This story will end with me, for I have no inheritance in the worldly sense."
 - (3) "You are beautifully clothed in your success."
 - (4) "You have not only reached my goals, Kalam. You have eclipsed them."
- 3** (a) Explain any five of the following terms. **5**
- (1) Pivotal Issues
 - (2) Consignment
 - (3) Hallmark
 - (4) Agenda
 - (5) Monopoly
 - (6) Commission Agent
 - (7) Hypothecation
- (b) Answer any one short note. **5**
- (1) Signature in Business Letter
 - (2) Inside Address
 - (3) Enclosure Line
- (c) Write short note on any two of the following. **10**
- (1) Fax as a means of communication
 - (2) Uses of telex in business
 - (3) Electronic Mailing
 - (4) Video conferencing
- 4** (a) On behalf of M/s Patel & Sons of Ahmedabad, **10**
write a letter of inquiry to Basu Agencies, Kolkata
asking them the terms and condition on which they can
supply crockery articles.
- OR**
- (a) Aqua+ (P) Ltd. Has received inquiry from Gayatri
Traders for their RO System. On their behalf give them
prices and terms to supply the goods.
- (b) You wish to buy Certain Ayur Brand cosmetic **10**
items. Write a suitable letter placing on order for the
cosmetic items.

OR

- (b) Draft a tactful letter canceling a large order for sunglasses and goggles as the time limit is over.

- 5 (a) Make a precis of the following passage and give it a suitable title : 10

Some people believe that profit-maximization is the sole objective of business while some others question the profit motive. Both the views are devoid of reality. A minimum amount of profit is as much essential for the survival and growth of business as food is for human life. Urwick has very aptly put it, "earning of profits cannot be the objective of a business any more than eating is the objective of living." A business cannot exit without profits but money making is not the main goal of business just a eating is not the only aim of life. But without eating a person cannot survive. Profit maximization is a harmful to business as over-eating if for the health of a human being. For its continuity and prosperity, a business must earn the minimum profit that will cover its risk and maintain its capital intact. It should also earn profits to provide funds for growth and expansion. In the words of Drucker, "The problem of any business is not the maximization of profit, but the achievement of sufficient profits to cover the risks of economic activity and thus to avoid loss." Business must try to earn at least the profit required to enable it to stay in business and to maintain the wealth-producing capacity of its assets. Profit is only one of the eight key areas on which the survival and growth of the business depends. These areas include marketing, innovation, productivity, social responsibilities, human organization, physical resources and financial resources.

- (b) Read the following passage carefully and answer the questions given below it.

10

After liberalization and globalization, competition among banks has become more intense and fierce. Today banks cannot depend upon 'walk in business'. Customers have several options before them and customer awareness and expectations have increased tremendously. Therefore, branch bankers must make efforts to attract and win customers. They must become customer-oriented to face the challenges of competition. Serving customers at branches is a team effort and, therefore, every employee at the branch is a marketer. In order to ensure delivery of total customer satisfaction, bank employees must be customer friendly. Customer satisfaction is the perception of a customer service he receives at a bank branch. This perception changes from individual to individual and with an individual from time to time. What is effective customer service today may be bad service after some time. Branch manager should, therefore, continuously assess and reassess expectations of customers and how they can be satisfied on an ongoing basis. All efforts at the branch have to be focused on satisfying each and every customer. Tailor-made products to put customers' needs and personalizes services are required.

Questions :

- (1) Why banks can not depend upon 'Walk in business ?'
- (2) What should branch bankers do to face the challenge of competition ?
- (3) What is every employee at the branch ? Why?
- (4) What is customer satisfaction ?
- (5) What should the branch manager do to satisfy the customer ?