

**XN-101**

**010-001108**

**BBA (Sem.- I) Examination  
January-2015  
Communication Skill**

**Faculty Code : 010  
Subject Code : 001108**

**Time : 2½ Hours]**

**[Total Marks : 70**

**Instructions :** (1) There are **five** questions at all.  
(2) **All** questions are necessary.

1. Select the right option : **20**
- (1) TQP means \_\_\_\_\_.  
(a) Total Quality People (b) Top Quality People  
(c) Top Quality Person (d) Total Quality Person
- (2) Which of the following is not the consequence of a negative attitude ?  
(a) Bitterness (b) Resentment  
(c) Ill health (d) Good health
- (3) \_\_\_\_\_ is nothing short of dehumanizing women and children.  
(a) Pornography (b) Drinking  
(c) Rock music (d) Photography
- (4) \_\_\_\_\_ is the progressive realization of a worthy goal.  
(a) Honesty (b) Character  
(c) Failure (d) Success
- (5) \_\_\_\_\_ is the highway to success.  
(a) Failure (b) Ill health  
(c) Dishonesty (d) Negative attitude
- (6) \_\_\_\_\_ involves taking calculated risks.  
(a) Honesty (b) Character  
(c) Integrity (d) Success
- (7) Knowledge is potential power, wisdom is \_\_\_\_\_ power.  
(a) imaginary (b) real  
(c) regardless (d) destroying
- (8) Confidence comes from \_\_\_\_\_.  
(a) discipline (b) preparation  
(c) unwillingness (d) integrity

- (9) \_\_\_\_\_ can be real or imaginary.  
(a) Fear (b) Cheating  
(c) Preparation (d) Faith
- (10) Discipline gives \_\_\_\_\_  
(a) freedom (b) slavery  
(c) integrity (d) preparation
- (11) The envelope address should be the same as the \_\_\_\_\_  
(a) heading (b) inside address  
(c) salutation (d) postal address
- (12) Mesdames is a salutation used for \_\_\_\_\_  
(a) a lady (b) a group of children  
(c) a firm of ladies (d) a firm of gents
- (13) The complimentary close always ends with a \_\_\_\_\_  
(a) full stop (b) comma  
(c) semi-colon (d) colon
- (14) The signature is written just below the \_\_\_\_\_  
(a) complimentary close (b) body of the letter  
(c) salutation (d) heading
- (15) Oral communication is a form of \_\_\_\_\_  
(a) written (b) verbal  
(c) non-verbal (d) herbal
- (16) There is somebody \_\_\_\_\_ the door.  
(a) at (b) on  
(c) under (d) below
- (17) We must get up early \_\_\_\_\_ the morning.  
(a) at (b) on  
(c) along (d) in
- (18) He \_\_\_\_\_ to the cinema yesterday.  
(a) go (b) went  
(c) goes (d) gone
- (19) When I phoned Sneha, she \_\_\_\_\_ out.  
(a) go (b) had gone  
(c) went (d) gone
- (20) I think India \_\_\_\_\_ this match.  
(a) will win (b) shall win  
(c) won (d) win

2. Answer the following questions in detail. (any **one**) **10**
- (1) Show results of positive and negative attitude.
  - (2) Describe character. What is pleasant personality with character ?
  - (3) Discuss different types of motivation.
3. (a) Answer the following questions in brief. (any **two**) **10**
- (1) Does adversity build character or reveals it ?
  - (2) Discuss “crash course” for success.
  - (3) “Ability to think is the greatest gift.” How and why ?
  - (4) What is TQP ?
  - (5) What is discipline ?
- (b) Write short notes. (any **two**) **10**
- (1) Features of pessimists.
  - (2) Knowledge is power.
  - (3) Risk and Fear.
  - (4) Law of cause and effect.
4. Answer the following questions : (any **five**) **10**
- (1) Describe communication process.
  - (2) Explain verbal communication.
  - (3) Explain advantages of written communication.
  - (4) What is Para-language ?
  - (5) What are the roadblocks to effective communication ?
  - (6) Write in brief about importance of salutation in a business letter.
  - (7) Mention steps for précis writing.
  - (8) Write in brief about importance of date line in a business letter.
  - (9) Describe the cross-cultural communication.
  - (10) Write in brief about heading in a business letter.

5. Fill in the blanks with the correct option :

10

- (1) Darshil \_\_\_\_\_ lift the bag. (can, may, shall)
- (2) Juhi \_\_\_\_\_ talk when she was two years old. (can, could, may)
- (3) The earth \_\_\_\_\_ round the sun. (move, moves, moved)
- (4) Dipak \_\_\_\_\_ to college daily. (go, goes, went)
- (5) Kiran eats \_\_\_\_\_ apple everyday. (a, an, the)
- (6) Delhi is \_\_\_\_\_ capital of India. (a, an, the)
- (7) Which is \_\_\_\_\_ highest mountain in the world ? (a, an, the)
- (8) I \_\_\_\_\_ in Junagadh for six years. (have been living, lived, had lived)
- (9) There is a dirty mark \_\_\_\_\_ the glass. (at, on, between)
- (10) I have an interview \_\_\_\_\_ 10 o' clock. (in, on, at)

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