



MBB-010-001108

Seat No. _____

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

November / December – 2016

108 : Communication Skills - I

(Old Course)

Faculty Code : 010

Subject Code : 001108

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

- Instructions :** (1) Attempt all the questions.
(2) Figures on the right indicate marks.

- 1** "Are we born with attitudes or do we develop them as we mature?" Explain this. **10**

OR

- 1** "Every success story is also a story of great failure." Discuss this. **10**

- 2** (A) Answer any **three** of the following questions : **15**

- (1) What do you mean by "Total Quality People"?
- (2) How can one be an optimist?
- (3) How do we define success?
- (4) What are the reasons why we don't achieve excellence?
- (5) What are the morals of the story, 'Acres of Diamonds'?

- (B) Write short notes on any **three** of the followings : **15**

- (1) A Holistic Approach
- (2) Education without Values
- (3) The Winning Edge
- (4) Lack of Understanding of Nature's Law
- (5) Qualities that Make a Person Successful.

- 3** Write short notes on any **two** of the followings : **10**
- (1) Verbal communication
 - (2) Body language
 - (3) Written communication
 - (4) Importance of feedback.
- 4** Answer any **five** of the following questions : **10**
- (1) What is importance of date in a business letter?
 - (2) What is importance of heading in a business letter?
 - (3) What are etiquettes for writing an E-mail?
 - (4) What are acronyms in E-mail?
 - (5) Why is precis writing important?
 - (6) What are useful rules to learn precis writing?
 - (7) What is an abstract?
 - (8) What are various components of an abstract?
 - (9) What are advantages of a written communication?
 - (10) What is importance of language in a business letter?
- 5** Fill in the blanks with the correct options : **10**
- (1) Please don't shout, I am _____ the phone.
(on, at, for)
 - (2) Hemang received a letter from _____ doctor whom he consulted. (the, a, an)
 - (3) The doctor _____ come to the clinic a few minutes ago. (is, have, has)
 - (4) Rucha goes to office _____ her scooter. (with, on, in)
 - (5) Yashodhara _____ newspaper regularly.
(read, reads, reading)

- (6) The train had left _____ he came.
(after, before, near)
- (7) Tasmay was _____ by his principal.
(honour, honouring, honoured)
- (8) He _____ read, because examination is coming.
(ought to, needs to, used to)
- (9) I _____ understand him because of noise.
(shouldn't, can't, wouldn't)
- (10) The criminal was carrying a gun _____ his coat.
(at, on, under)
-