



**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." 10  
Discuss this.

**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) Tasman 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)

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