



**HDE-010-001108**

Seat No. \_\_\_\_\_

**B. B. A. (Sem. I) (CBCS) Examination**

**November / December – 2017**

**108 : English**

*(Communication Skills - 01) (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 What is the action plan to build positive attitude according to Shiv Khera? 10

**OR**

- 1 What are the qualities of a successful person according to Shiv Khera? 10

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

- (1) What are the morals of the story, 'Acres of Diamonds'?
- (2) "The first duty of a university is to teach wisdom, not trade; character, not technicalities." Give reference of this context.
- (3) "Life is like a ten speed bicycle. Most of us have gears we never use." Describe reference of the statement.
- (4) What are the characteristics of a winner?
- (5) Describe the benefits of positive attitude.

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

- (1) TQP - Total Quality People
- (2) Winners versus Losers
- (3) Factors that determine our Attitude
- (4) Twenty reasons that holds us back
- (5) Education without Values.

- 3** Write short notes on any **two** of the followings : **10**
- (1) Describe Communication Process
  - (2) Importance of Body Language
  - (3) 5Cs of Effective Business Communication
  - (4) Importance of Communication in Business
- 4** Answer any **five** of the following questions : **10**
- (1) List the essential elements in layout of business letter.
  - (2) Describe the different types of writing Date in business letter.
  - (3) Write any four advantages of written communication.
  - (4) What is the importance of Heading in a business letter?
  - (5) What is Salutation in business letter?
  - (6) List any four advantages of e-mail.
  - (7) What are useful rules to learn précis writing?
  - (8) What is the importance of language in a business letter?
- 5** Fill in the blanks with the correct options : **10**
- (1) The sun \_\_\_\_\_ in the East. (rise, rises, rising)
  - (2) Look, somebody \_\_\_\_\_ there. (sit, sat, is sitting)
  - (3) The President of India \_\_\_\_\_ in Rashtrapati Bhavan. (lived,,living, lives)
  - (4) One \_\_\_\_\_ wash fruits and vegetables before using them. (shall, should, might)
  - (5) He will meet you \_\_\_\_\_ 5 o'clock, today. (on, at, of)
  - (6) My birthday is \_\_\_\_\_ Sunday. (at, in, on)
  - (7) Colourful kites are flying \_\_\_\_\_ the sky. (in, above, over)
  - (8) Ramesh worked sincerely, \_\_\_\_\_ he got promotion. (therefore, but, though)
  - (9) Please, \_\_\_\_\_ some blank papers for me. (bring, bringing, brought)
  - (10) \_\_\_\_\_ I come in?(Would, May, Will)