



PBA-161100010301 Seat No. _____

B. B. A. (Sem. III) (CBCS) (W.E.F. 2016) Examination
November / December - 2018
Personality Development & Communication Skills

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

[Total Marks : 70

- Instructions :** (1) Attempt all the questions.
(2) Figures on the right indicate marks.
(3) Mention your options clearly.

- 1 (a) Write short note on any **one** of the following : **10**
(1) Life Journey of the Verger.
(2) Stephen Leacock's visit to bank.
(3) Teamwork Skills in Whitewashing the fence.
- (b) Give reference to the context : (any **two**) **10**
(1) "Do you know, my dear, that Seth Govind Ram's bank can't even pay its employees?"
(2) "He had discovered a great law of human action, without knowing it-namely, that in order to make a man or a boy covet a thing, it is only necessary to make the thing difficult to attain."
(3) "I can tell you that sir," said Mr. Foreman, "I'd be verger of St. Peter's, Neville Square."
(4) "For the last time, I pray you to answer my questions, wise man."
- 2 Answer the following questions in brief : (any **two**) **10**
(1) How does the rumour spread from the photographer's shop?
(2) How did Tom manage to become wealthy by the afternoon? Mention some of the things that made him wealthy.
(3) Why does the narrator deposit fifty-six dollars and then want to withdraw six dollars?
(4) What lesson does the king learn from the hermit?

- 3 (a) Draft any **one** of the following letters : **10**
- (1) Write a complaint letter behalf of Bhusan Glassware Mart of Bhavnagar to The Vikas Glassware Ltd. of Rajkot for damaged goods.
- OR**
- (2) Draft a suitable reply a letter of adjustment to a customer who has complained about damaged glassware articles, supplied.
- (b) Attempt any **one** of the following : **10**
- (1) Draft a press release on behalf of an event management company giving highlights of its unique services.
- OR**
- (2) Draft a press release on behalf of a mobile manufacturing company giving details of a new flagship phone launched by the company.
- 4 (a) Fill in the blanks with proper Modal Auxiliary verbs : **10**
- (1) When I was young I _____ run fast.
(could, can, may)
- (2) _____ I use your phone please?
(Might, Will, May)
- (3) Look at the sky, so dark it is! It _____ rain today. (may, can, shall)
- (4) I _____ speak English very well.
(may, would, can)
- (5) There's nothing left in the storeroom. I _____ go to the supermarket today.
(would, must, shall)
- (6) I _____ stop smoking definitely.
(will, shall, may)
- (7) _____ I talk to Chief Minister please?
(Could, Shall, Can)
- (8) _____ you get all success!
(Will, May, Might)
- (9) I _____ go there frequently but these days I can't. (should, used to, would)
- (10) How _____ you touch my phone?
(dare, need, should)

(b) Explain all the following terms :

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- (1) Customs
 - (2) Exim Bank
 - (3) Export Merchant
 - (4) Foreign Trade Zone (FTZ)
 - (5) Marks
 - (6) Rate of Exchange
 - (7) Free Port
 - (8) Foreign Sales Representative
 - (9) Country of Origin
 - (10) Balance of Trade
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