



PBJ-010-001108

Seat No. _____

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

November / December - 2018

Communication Skill - 1

(Old Course)

Faculty Code : 010

Subject Code : 001108

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

[Total Marks : 70

Instructions :

- (1) All questions are compulsory.
- (2) Figures on the right indicate marks.

1 Answer any **one** of the following : **10**

- (1) Discuss the steps required for building a positive self-esteem.
- (2) Every success story is also a story of great failure - justify the statement with few examples.
- (3) Discuss motivation and four stages from Motivation to Demotivation.

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

- (1) What is the difference between inspiration and motivation ?
- (2) What is the difference between being touch and sensitive ?
- (3) Who can be caused educated according to socrates ?
- (4) Describe few causes of Low Self Esteem.
- (5) How our greatest strength can become our greatest weakness ?

- (b) Write short notes on any **three** of the followings : **15**
- (1) Failure or Success- A Ripple effect.
 - (2) Importance of Positive Attitude.
 - (3) Education without Values.
 - (4) The Power of Persistence.
 - (5) The characteristic of Low Self Esteem.

- 3** Write short notes on any **three** of the followings : **10**
- (1) Layout of business letter.
 - (2) Advantages of written communication.
 - (3) E-mail - a modern tool of communication.
 - (4) Importance of Body Language.

- 4** Make precise of the following passage : **10**

Problem of price rise is a world wide phenomenon. Prices of all articles have increased in all countries. The purchasing power of money has declined and has been steadily declining. People find it hard to make both ends meet. The rich do not mind the rise in prices because they have money to buy anything at any price. The problem is acute only in the case of the people of lower economic levels. Their income has not increased in proportion to the increasing price. Before the second World War in the year 1938-39, etc. one rupee could buy ten seers of fine rice. Today for the same quantity of rice, we have to pay about fifty rupees and if this taken as a scale, the price rise has gone up by fifty times. On 1939, the price of gold was about thirty or forty rupees per sovereign but today it is more than three thousand four hundred rupees; and the scale of rise in the price of gold also is the same. Has our income increased on the same scale? It has not, and hence people feel price-rise acutely since their meagre income is inadequate to buy their basic necessities. A large majority of people are facing these problems. In villages, life is more miserable. In every village, only a few families have enough and to spare while the others, a majority of them, let alone leading a hand to mouth existence, are steeped in absolute poverty. Inch by inch, they keep sinking into a morass of despair, misery and anguish.

OR

- 4 Answer the following questions : (any two) 10
- (1) Which are the road blocks to effective communication ?
 - (2) Suggest steps to improve communication.
 - (3) What do you mean by Verbal communication.
- 5 Fill in the blanks with the correct options : 10
- (1) Ah well, if you don't have a telephone at least you _____ have a typewriter. (Must, Will, dare)
 - (2) The juggler _____ tricks for one hour.
(is showing, has been showing, will be showing)
 - (3) Don't worry madam. I _____, my work.
(will complete, am complete, completing)
 - (4) It rain today. (may, can, need)
 - (5) _____ snake has bitten this child.(a, an, the)
 - (6) We are eagerly waiting _____ the president.
(of, for, on)
 - (7) Why are they making a hell of noise _____ the class room ? (in, of, at)
 - (8) We shall have withdrawn money _____ the bank by tomorrow. (about, over, from)
 - (9) They will have closed booking when you reach _____ theatre. (a, an the)
 - (10) Will the framers have reaped the harvest _____ the rains set in ? (above, over, before)
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