



**JAO-010-001108** Seat No. \_\_\_\_\_

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

**November – 2019**

**English : Paper - 108**

*(Communication Skill) (Old Course)*

**Faculty Code : 010**

**Subject Code : 001108**

Time : 2½ Hours]

[Total Marks : 70

1 "Every success story is a story of great failure. 10

OR

1 Describe factors that determine our attitude. 10

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

(1) T.Q.P.

(2) Qualities that make a person successful.

(3) What are the morals of the story 'Acres of Diamonds'?

(4) Show the result of positive and negative attitude ?

(5) Winners versus losers.

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

(1) A holistic approach.

(2) Give more than you get.

(3) Discuss factors that build trust.

(4) Lack of understanding of nature's law.

(5) The winning edge.

3 Write short notes on any two of the followings: 10

(1) Communication process.

(2) Roadblocks to effective communication.

(3) Improving communication at individual level.

(4) Cross cultural communication.

- 4 Answer any five of the following questions : 10
- (1) What is an abstract writing ?
  - (2) What is the importance of 'Heading' in a business letter ?
  - (3) Write in brief about 'Salutation'.
  - (4) What are useful rules to learn preics writing ?
  - (5) What are etiquettes for writing an E-mail ?
  - (6) What is importance of 'Subject line' in a buisness letter ?
  - (7) What are important points of abstract wriring ?
  - (8) What is importance of 'Date' in a buisness letter ?
  - (9) Why is preics writing important ?
  - (10) What is the important of language in a buisness letter ?

- 5 Fill in the blanks with the correct options : 10
- (1) \_\_\_\_\_ Ganga is a holy river. (a, an, the)
  - (2) Mr. Shah is \_\_\_\_\_ Rajkot. (upon, from, over)
  - (3) Hiren saw \_\_\_\_\_ one-eyed man. (a, an, the)
  - (4) Meena \_\_\_\_\_ speak three languages. (may, can, dare)
  - (5) I \_\_\_\_\_ to commute from Gondal to Rajkot. (used to, may, ought to)
  - (6) Hurry up ! We \_\_\_\_\_ late. (are getting, got, did get)
  - (7) \_\_\_\_\_ apple a day keeps the doctor away.(A, An, The)
  - (8) She will come \_\_\_\_\_ Monday. (in, on, at)
  - (9) Have you every \_\_\_\_\_ the Tajmahal ? (see, saw, seen)
  - (10) I have an interview \_\_\_\_\_ 10 o'clock. (in, at, on)
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