



**BBA-010-001108**

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

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

**June / July – 2021**

**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 Explain the action plan to build Positive Attitude according to Shiv Khera. **10**

**OR**

1 "Every success story is also a story of great failure." Discuss this. **10**

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

- (1) Explain TQP-Total Quality People
- (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 following : **15**
- (1) Morals of the story, 'Acres of Diamonds'?
  - (2) Education without Values
  - (3) Factors that determine our Attitude
  - (4) Twenty reasons that holds us back
  - (5) Winners versus Losers
- 3** Write short notes on any **two** of the following : **10**
- (1) Communication Process with diagram.
  - (2) Body Language
  - (3) 5Cs of Effective Business Communication
  - (4) Communication in Business
- 4** Answer any **five** of the following questions : **10**
- (1) What are the essential elements in layout of business letter?
  - (2) Mention the different types of writing Date in business letter.
  - (3) Write any four advantages of written communication.
  - (4) What is Salutation in business letter?
  - (5) Explain the importance of Heading in a 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) Look! The sun \_\_\_\_\_ in the East.  
(rise, rises, is rising)
  - (2) Jeet \_\_\_\_\_ to college daily.  
(will go, goes, was going)
  - (3) They \_\_\_\_\_ to the radio all evening.  
(will listen, were listening, listen)

- (4) I \_\_\_\_\_ understand him because of noise.  
(shouldn't, can't, wouldn't)
- (5) He will meet you \_\_\_\_\_ 10 o'clock, today.  
(on, at, of)
- (6) Her birthday is \_\_\_\_\_ Monday.  
(at, in, on)
- (7) Colourful kites are flying \_\_\_\_\_ the sky.  
(in, above, over)
- (8) Raj worked sincerely, \_\_\_\_\_ he got promotion.  
(therefore, but, though)
- (9) Please, \_\_\_\_\_ some blank papers for me.  
(bring, bringing, brought)
- (10) \_\_\_\_\_ I come in sir?  
(Would, May, Will)
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