



DCT-161100010301 Seat No. _____

B. B. A. (Sem. III) (CBCS) (W.E.F. 2016) Examination

August - 2022

Personality Development & Communicaiton Skills

(Old Course)

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

[Total Marks : 70

- Instructions :** (1) All questions carry equal marks.
(2) Attempt any five questions.
(3) Figures to the right indicate marks.

- 1 (a) Write short note on any **one** of the following : **6**
(1) Character Sketch of Tom.
(2) Life Journey of the Verger.
(3) Stephen Leacock's visit to bank.
- (b) Give reference to the context : (Any **two**) **8**
(1) "Are you annoyed because they are still refusing to pay you an extra two rupees a month ?"
(2) "I wonder how it could have happened."
(3) "I'll give you all of it."
(4) "I am not a detective at all. I have come to open an account."
- 2 (a) Write short note on any **one** of the following : **6**
(1) Nathu, the sweeper.
(2) Learning skills from the story "Three Questions".
(3) Tom and his friends.
- (b) Give reference to the context : (Any **two**) **8**
(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 cover a thing, it is only necessary to make the thing 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."

- 3 Answer the following questions in brief : (Any Two) 14
- (1) How does the rumour spread from the photographer's shop ?
 - (2) How did Tom succeed to tempt Ben and other boys to work for him ?
 - (3) How did the narrator end up withdrawing all his money?
 - (4) What lesson does the king learn from the hermit ?

- 4 Answer the following questions in brief : (Any Two) 14
- (1) What does Sitaram tell Mrs. Srivastva ?
 - (2) How did Albert set up a new business and prosper in it ?
 - (3) What does the king want to know ? Why did the king want this knowledge ?
 - (4) Write emotional intelligence skills from the story "My Financial Career."

- 5 (a) Write any **one** of the following letters : 7
- (1) You have just bought an A.C. (Air conditioner) from Shital Electronics, Ahmedabad which is not working satisfactorily. Write a letter of complaint, describing the nature of defect and instructing to send a Mechanic soon.

OR

- (1) Draft a suitable reply a letter of adjustment to a customer who has complained about damaged Sofa set, supplied.

- 5 (b) Attempt any **one** of the following : 7
- (1) Draft a press release on behalf of an event management company giving highlights of its unique services.

OR

- (1) Draft a press release on behalf of a non-profit charitable foundation giving details of a new Cancer Drug for Children.

6 (a) Write any **one** of the following letters : 7

- (1) On behalf of an export firm in Bombay, write a letter to Navjivan Silk Mills, Surat, complaining that the silk sarees sent by them do not correspond, in colours and designs to the samples.

OR

- (1) A supplier from Agra has supplied you a few parcels of gift articles ordered by you. On receipt of the consignment some of the articles are found badly damaged. On behalf of Star Gift Corner, M.G. Road, Ahmedabad, draft a letter complaining for it and request for due adjustment.

6 (b) Attempt any **one** of the following : 7

- (1) Draft a press release on behalf of banking and financial service provider giving outline of its major services.

OR

- (1) Draft a press release on behalf of a publishing house giving details of a new book for IT professionals recently released by them.

7 Fill in the blanks with the proper modal Auxiliary verbs: 14

(Ten) (1.4 marks each)

- (1) ____ I go home now, sir ? (Would, should, May)
(2) They ____ pay all their texts. (Would, should, can)
(3) We ____ not be dishonest. (Would, should, can)
(4) ____ God bless you. (Might, May, Can)
(5) She said that She ____ be late. (Might, May, Can)
(6) ____ I use your phone please ? (Might, could, can)
(7) I ____ to go to temple every day, but these days I can't.

(Should, used to, would)

- (8) How ____ you touch my laptop ? (Need, dare, should)
(9) When I was young, I ____ run fast.

(Would, should, could)

- (10) She ____ speak three language

(can, would, should)

8 Fill in the blanks with the proper modal Auxiliary : 14
(Ten) (1.4 marks each)

- (1) Wish I _____ have a car. (would, should, May)
- (2) She _____like to speak to you. (would, should, May)
- (3) _____I talk to Chief Minister please ? (could, might, May)
- (4) The sky is so dark, It_____rain today. (can shall, May)
- (5) You_____not worry, your son is recovering. (need, should, dare)
- (6) I _____like to know her name. (would, should, shall)
- (7) He____lift heavy things. (can, could, Must)
- (8) _____you give this book to her ? (would, should, May)
- (9) She_____swim for hours. (can, could, Must)
- (10) She is old but still _____work hard. (would, should, can)

9 Explain the following terms : **(Seven) (2 marks each)** 14

- (1) Consignment
- (2) Coutoms
- (3) Export
- (4) Airway Bill
- (5) Import
- (6) Excise Tax
- (7) Exim Bank

8 Explain the following terms : **(Seven) (2 marks each)** 14

- (1) Balance of Trade
- (2) Country of origin
- (3) Export Merchant
- (4) Free port
- (5) Foreign Trade Zone
- (6) Collection papers.
- (7) Buyin Agent.