



A-3701
First Year B.C.A. (Sem. I) Examination
March / April – 2015
Paper - 101 : Communication Skills
(New Course)

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : FIRST YEAR B.C.A. (SEM. I)</p> <p>Name of the Subject : PAPER - 101 : COMMUNICATION SKILLS (NEW)</p> <p>Subject Code No. : 3 7 0 1 Section No. (1, 2,.....) : Nil</p>	<p>Seat No. : [][][][][][][]</p> <div style="border: 1px solid black; border-radius: 15px; height: 80px; margin-top: 10px; display: flex; align-items: center; justify-content: center;">Student's Signature</div>
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- (2) Figures to the right indicate full marks.
(3) Clearly mention the options you choose.

- 1 Explain with examples different ways of communicating any three of the following: 12
- (i) Requests
 - (ii) Granting Permission
 - (iii) Greetings
 - (iv) Requests as Instructions

- 2 (a) M/S Desai & Co. Nagpur, complained that the hats supplied by Modern Trading Co., Mumbai differed in many respects from the specification in the invoice. Write a conciliatory reply from the Modern Trading Co., Mumbai, stating what they propose to do to set things right. 12

OR

- (b) Prepare an inter office memorandum on the following: 12
Employee who is inefficient or rather careless with respect to the given job role.

- 3** Write short notes on any two of the following: **10**
- (i) Use of Visual aids
 - (ii) Role of dressing in the way it impacts communication
 - (iii) Five Principles of Communication
 - (iv) Discussion Etiquettes
- 4** (a) Write a letter of inquiry to Bell Printers Pvt. Ltd., **12**
2/795 L, SN.Puram, Saratha Nagar, Sivakashi 626123,
Tamil Nadu, asking for quotations of various types of
printers.
- OR**
- (b) As the Purchase Manager of Arham Marketing Ltd, **12**
write a letter to Calicut Motex Ltd. Bangalore, asking
for a copy of their latest catalogue of home appliances.
Ask for best trade terms assuring long term business
relationship.
- 5** Do as directed: **12**
- (1) Give meanings of the following prefixes:
 - (i) Non –
 - (ii) Re –
 - (2) Use the following phrases in sentences of your own:
 - (i) look after
 - (ii) show off
 - (3) My friend likes to smell _____ eucalyptus leaves.
(Insert suitable article)
 - (4) Change it. (Add question tag)
 - (5) How you came? (Correct the error, if any)
 - (6) She has a cookery book open _____ the table.
(Insert suitable preposition)
- 6** Develop a paragraph on the following topic. **12**
India Shining
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