



**SB-1353**

**First Year B.B.A. (Sem. I) Examination**

**March / April – 2011**

**Communication Skills : Paper - I**

*(New Course)*

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F. Y. B.B.A. (Sem. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Communication Skills - 1 (New)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="3"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

- (2) Indicate clearly the question you attempt.  
(3) Figures to the right indicate full marks.

- 1 Answer the following textual questions : (any **three**) **9**
- (1) What makes the 'eco mark scheme' unworkable in India?
  - (2) What is the Weaning of 'freedom' according to Krishnamurti ?
  - (3) How did Vidhura try to put an end to the gambling match ?
  - (4) How did the English language become an asset ?
  - (5) What gift had Jim brought for Della ? How did he buy it ?
- 2 Write short notes : (any **two**) **10**
- (1) Gandhiji's view on fearlessness
  - (2) Orpheus's love for his wife Eurydice.
  - (3) The conjuror's revenge.
- 3 Draft the following conversations : (any **two**) **14**
- (1) One of the employees of your company has applied for leave. But due to several reasons, you can not sanction his leave application. Prepare a conversation between you (boss) and him (employee) involving above condition.

- (2) Write a verbal conversation amongst three friends on chance of India's winning the next cricket world cup.
- (3) Mrs. Mehta wishes to purchase a new car. Draft a conversation between her and a car dealer for the said situation.
- 4 Draft letters for following topics : (any **four**) 28
- (1) Being a dealer of a "two-wheeler show room", offer your best rates for different two-wheelers required for delivery boys of a Pizza shop.
- (2) Place an order to a leading furniture show room to purchase various furniture items for your office.
- (3) Prepare a sales letter to promote the sales of any one of the following :
- (a) An electric iron
- (b) Insurance Policy
- (c) Tour Package.
- (4) Write a letter to "Blue Star One" company, inquiring about their different air-condition machines along with sales, service and delivery conditions.
- (5) Mr. M.K. Shroff received a brand new cycle in a damaged condition, which he ordered as a birthday gift for his son. Expressing his disappointment, he writes to the seller asking for the quick replacement of cycle. Draft a suitable letter.
- 5 (a) Do as directed : (any **seven**) 7
- (1) In 1998, we \_\_\_\_\_ two new branches in South India. (open)
- (2) He is not interested in business. He is not interested in job. (use "Neither.....Nor")
- (3) Cross the road carefully. You will meet an accident. (Join two sentences to form a complete sentence)
- (4) The sweets were distributed between several children. (Correct the sentence)
- (5) Mr. Shah is a very generous man. (make it Exclamatory)
- (6) You don't like junk food. (Put a question tag)
- (7) A Committee of experts is examining the report. (change the voice)
- (8) My brother is too sick to move from the bed. (Remove "too..to")
- (b) Use following phrases in your own sentences : 2  
(any **two**)
- (1) Wait for
- (2) run after
- (3) Look into.