



**BAS-003-003107**

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

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

**November / December – 2015**

**Communication Skill**

**Faculty Code : 003**

**Subject Code : 003107**

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

[Total Marks : 70

**Instructions:** (1) Answers of the Que.-1 (MCQs) are to be written in your main answer-book.

(2) Mention your options clearly.

(3) Figures at the **right** indicate maximum marks.

**Que.-1. MCQs**

**(20)**

1. Chakor is \_\_\_ unique girl in her village.

(A) no article (B) the (C) an (D) a

2. The students \_\_\_ their role models to achieve success.

(A) do keeping (B) kept (C) keep (D) keeps

3. Listen! Someone \_\_\_ a melodious song.

(A) was singing (B) is singing (C) will singing (D) sings

4. My elder sister is \_\_\_ manager.

(A) a (B) an (C) the (D) no article

5. You \_\_\_ talk on cell phone inside the court.

(A) must not (B) could not (C) will not (D) should not

6. The principal of my college \_\_\_ a letter to me last month.

(A) wrote (B) will write (C) writes (D) is writing

7. Arjun is \_\_\_ obedient student.

(A) an (B) a (C) the (D) a or an

8. Our car \_\_\_\_\_ at 120 km per hour when we suddenly struck with a dog on the road.

(A) was run (B) was running (C) runs (D) runned

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**[ Contd...**

9. Nawaz went to America to visit \_\_\_\_\_ White House.  
(A) an (B) the (C) a (D) a or the
10. Close : Open :: \_\_\_\_\_ : \_\_\_\_\_  
(A) Successor : Successful (B) First : Last (C) Present : Gift (D) Fake : Ordinary
- 11 Robert said that he has one brother-in-law but his father has two \_\_\_\_\_.  
(A) brother-in-laws (B) brothers-in-laws (C) brothers-in-law (D) brother-in-law
- 12 Suneeta is a chemical engineer. Here the word 'chemical' is \_\_\_\_\_.  
(A) a verb (B) an adverb (C) an adjective (D) a noun
- 13 Addressing a board meeting is \_\_\_ communication.  
(A) informal (B) non-verbal (C) oral (D) written
- 14 An effective system of communication helps in saving of \_\_\_\_\_.  
(A) place and time (B) money and office (C) time and space (D) time and effort
- 15 \_\_\_\_\_ is a type of oral communication.  
(A) Notice (B) Memo (C) Posture (D) Interview
- 16 The communication that occurs without written or spoken words is known as \_\_\_\_\_ communication.  
(A) vertical (B) non-vertical (C) verbal (D) non-verbal
- 17 Effective communication \_\_\_\_\_.  
(A) saves time (B) is a wastage of time (C) is out of time now (D) is bound to time table
- 18 Decoration in a celebration is a type of \_\_\_\_\_ communication.  
(A) oral (B) non-verbal (C) verbal (D) special
- 19 In communication, upward and downward flow of messages is known as \_\_\_ communication.  
(A) horizontal (B) vertical (C) diagonal (D) lateral
- 20 In the process of communication, 'response' from the receiver can also be called a \_\_\_\_\_.  
(A) reflection (B) reproduction (C) release (D) feedback

**Que.-2.** Write detailed answers of the following questions. (Any Two) (20)

1. Define communication and explain the process of communication.
2. What is grapevine?
3. Written communication.
4. Why Group Discussion is important?

**Que.-3.** Write any two of the following.

(15)

1. Write a letter to the Municipal Commissioner, Rajkot about the problems of the garbage collection in your street.
2. Write an inquiry letter for the reference books required in your college library.
3. Draft an application for the post of a data-analyst in *Digi Flow Data Centre*, Surat.
4. As the branch manager of Axis Bank, Veraval prepare an annual report of the employee feedback.

**Que.-4.** Write any two of the following.

(15)

1. Draft an invitation letter to your cousin to participate in your elder brother's engagement.
2. On behalf of *Ruturaj Season Store*, Jamnagar, put an order for variety of kites and thread rills.
3. Submit an annual sales-report on behalf of Nestle India Limited.
4. Prepare a press release regarding the inter-collegiate Chess tournament played at your college on last Sunday.