

[Total No. of Questions - 5] [Total No. of Printed Pages - 3]
(2063)

979

MCA 1st Semester Examination
Effective Communication Skills (O.S.)

MCA-105

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.

Note : Candidates are required to attempt five questions in all selecting one question from each section A, B, C & D. Section E with all its subparts is compulsory. All questions carry 12 marks each.

SECTION - A

1. What are the different modes of business communication? Discuss in detail. (12)

OR

What role does body language play in making oral presentation attractive & effective. What is the role of audience analysis before a presentation.

SECTION - B

2. What do you mean by 'Report'. Mention the characteristics of a business report. (12)

OR

Draft your curriculum Vitae in which you have to discuss about your selling properties.

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[P.T.O.]

SECTION - C

3. What is SQ3R method of Reading? What are the steps involved in this method. (12)

OR

What is listening? Describe the different steps involved in the process of effective listening. What are the main barriers to effective listening.

SECTION - D

4. With reference to an advertisement in the Hindustan Times, Write a letter to M/s Hindustan Cables Ltd., Calcutta, enquiring the price, terms of sales etc. (12)

OR

To participate effectively in an effective presentation one requires the right combination of speaking abilities and strategies. Explain.

SECTION - E

5. (a) Provide one word substitute:
- (i) A lover of mankind.
 - (ii) A person who can speak many languages. (1)
- (b) Change the voice.
- (i) Do not laugh at the beggar.
 - (ii) The song tastes sour. (1)
- (c) Change the narration.
- (i) He said to me, "Where were you yesterday"?
 - (ii) He says, "I like sweets". (1)

- (d) Give the meaning of following Idioms/ Phrases.
- (i) An apple of discord.
 - (ii) Red Tape. **(1)**
- (e) Give the Antonyms of:
- (i) Adversity
 - (ii) Seldom **(1)**
- (f) Fill in the blanks with *much, many, some & any*.
- (i) I have read _____ novels.
 - (ii) There is not _____ oil in the battle.
 - (iii) Are there _____ women present?
 - (iv) We have _____ chairs in the room.
 - (v) Is there _____ milk in the pot. **(2½)**
- (g) Write the meaning of following homophones.
- (i) Adapt, Adept
 - (ii) Cite, Site **(1½)**
- (h) Fill in the blanks with correct Preposition/ Articles.
- (i) He is hankering _____ money.
 - (ii) _____ sword of Tipu Sultan is _____ historical novel. **(3)**