

[Total No. of Questions - 5] [Total No. of Printed Pages - 3]  
(2124)

1776

**MCA 1st Semester Examination**  
**Effective Communication Skills (NS)**  
**MCA-105**

**Time : 3 Hours**

**Max. Marks : 60**

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

**Note :** Attempt all five questions. Select one question from each section A, B, C & D. Section E is compulsory. All questions carry equal marks.

**SECTION - A**

1. (a) (i) Fill in the blanks:

The sense of sharing is inherent in the nature of \_\_\_\_\_.

(ii) The grapevine often \_\_\_\_\_ the information.

(iii) \_\_\_\_\_ definition of communication is that it is a systematic and continuous process of \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ (6)

(b) What, according to you, are the three most important advantages of oral communication? (6)

OR

What are the six cardinal questions that everyone proposing to make a speech must ask himself? (12)

[P.T.O.]

**SECTION - B**

2. What is negotiation? What are its distinguishing features?  
(12)

OR

What do you understand by 'KINESICS' or 'BODY LANGUAGE'? Discuss its various aspects in detail. (12)

**SECTION - C**

3. Write short notes on Presentation, Interview and Advertising.  
(12)

OR

What is the importance of English for the corporate world? In what sense it is a global language? (12)

**SECTION - D**

4. What is a C.V. or 'Resume'? What are its essential features? Into how many parts would you divide a C.V.? (12)

OR

Write notes on Mild Reminders, Persuasive collection Letters and Last Resort Letters. (12)

**SECTION - E**

5. (i) Correct the error in the following sentences:  
(a) he is the registrar of an university.  
(b) A crate of empty bottles were left in the backyard.
- (ii) Change into passive voice.  
(a) All of us support this policy.  
(b) We received your letter yesterday.

- (iii) Give full forms of the abbreviations:

FICCI

ICICI

- (iv) Make sentences to illustrate the following words:

dairy/diary

berth/birth

- (v) Give one word substitutions:

One who does not believe in the existence of God \_\_\_\_

The study of environment is called \_\_\_\_.

- (vi) Correct the spellings of following words:

Comitee

Pronounciation.

(6×2=12)