

Roll. No.....

1211047

BBA/Integrated MBA 1st Semester Examination

Dec.2012 – Jan.2013

Communication skills and Personality Development

Subject Code- AHL-117

Time Allowed: 03 hours.

Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

1. (a) Punctuate the following sentences using appropriate punctuation marks: 2*5=10
- i. alas i am ruined said he
 - ii. may I help you please
 - iii. What a terrible accident said rakesh
 - iv. sohans brother in law lives in delhi
 - v. the mother said hard work is a key to success
- (b) Correct the following sentences: 1*10=10
1. I am too glad to see you.
 2. Lets discuss about the matter.
 3. Please repeat again the question.
 4. She is my cousin sister.
 5. I need a pen to write.
 6. The owner and the manager has come.
 7. I wish I was the President.
 8. Please work fastly.
 9. Gandhiji is one of the great leader of India.
 10. The poors need help.

2. (a) Mention five errors which are generally committed while writing a business Letters. 5
- (b) Write a Group Discussion on the topic “Western Culture Adopted by India- Fair or Not”. Support your discussion with five opinions in each for the motion and against the motion. 15
3. (a) What are the various semantics barriers of Communication? 10
- (b) Discuss how communication can be made effective? 10
4. (a) Write a detailed note on the technical layouts of a Business Letter. 10
- (b) Write a business letter on behalf of the Director Physical Education of your college to place an order of sports items for college. 10
5. (a) “Body language plays a vital role in understanding and making an effective communication” how? Explain. 10
- (b) Write a detailed note on email and net- etiquettes. 10
6. Write a short note on the following terms and explain them with examples: 2*10=20
- i. Agenda
 - ii. Memorandums