

Roll no.

VVM's Shree Damodar College of Commerce & Economics
F.Y.B.B.A (FS), Semester I; Semester-End Assessment, October 2019

BFS AECC 1: Communication Skills

Duration- 2 hours

Maximum Marks- 60

Instructions-

- (i) Start each question on fresh page.
- (ii) Figures to the right indicate maximum marks.
- (iii) All questions are compulsory, however internal choice is available.
- (iv) Answers to sub questions for Q1. to Q2. should be approximately 100 words each.
- (v) Answers to sub questions for Q3. to Q5. should be approximately 400 words each.

Q1. Attempt any **three** out of the following-

(03x04=12 marks)

- (i) Explain internal, external, formal and informal reports.
- (ii) Explain panel interview and appraisal interview.
- (iii) Explain internal, external, routine and sales correspondence.
- (iv) Government College, Margao has advertised for the post of Assistant Professor in Economics in *The Herald* dated 23/10/2019. Write a job application letter for the post mentioned above.

Q2. Attempt any **three** out of the following-

(03x04=12 marks)

- (i) Explain the pressure interviewer and the blank slate interviewer.
- (ii) Explain the language of business letters.
- (iii) What is the importance of business correspondence?
- (iv) Write a report in about 150-200 words on the Annual Sports Day of your college.

Q3. What steps does the candidate need to keep in mind while preparing for the job interview? (12 marks)

OR

What are the seven principles of Business Correspondence?

Q4. You are a final year student of Government College, Margao. On the occasion Founders Day of the college, write a welcome speech, welcoming the chief guest. (12 marks)

OR

You are the secretary of Axis apartments. Your society is organising its annual meeting with all the residents of the society. Draft notice, agenda and minutes of the meeting.

Q5. Read the following passage carefully and answer the questions that follow: (12 marks)

Primitive man was probably more concerned with fire as a source of warmth and as a means of cooking food than as a source of light. Before he discovered less laborious ways of making fire, he had to preserve it, and whenever he went on a journey he carried a firebrand with him. His discovery that the firebrand, from which the torch may very well have developed, could be useful for illumination was probably incidental to the primary purpose of preserving a flame.

Lamps, too, probably developed by accident. Early man may have had his first idea of a lamp while watching a twig or fibre burning in the molten fat dropped from a roasting carcass. All he had to do was to create a vessel to contain fat and float a lighted wood to it. Such lamps, which were made of hollowed stones or sea shells, have persisted in the same form up to quite recent times.

- i) What was primitive man's most important use of fire?
- ii) What was firebrand used for?
- iii) From where did the torch develop?
- iv) How did lamps develop by accident?
- v) Give an antonym of the word recent.
- vi) Give a suitable title to the passage.

OR

Write an acceptance and resignation letter for the post of Physical Education teacher in Government College, Margao.