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First Year B.C.A (Sem-I)

Examination March -2023

Communication Skills in English

Seat No:

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[Time: Three Hours]

[Max. Marks:70]

Instructions:

1. Figure to the right indicate full marks.
2. Indicate clearly the option you attempt.

Student's Signature

Q.1 Answer the following. (Any Seven)

14

1. What is inter-personal communication?
2. What are the differences between mass communication and media communication?
3. Explain the process of Listening.
4. List out the different barriers to communication.
5. List out the types of listening with the examples.
6. What is the difference between scanning and skimming?
7. Define the term "Communication".
8. What is hard listening?
9. What are the techniques for effective listening?
10. What are the principals of creative thinking?

Q.2 A. Draft a presentation with slides on any one of the given topic.

07

1. Importance of mental health in student life
2. Disadvantages of online shopping

B. Write a dialogue between two friends discussing who is more useful to society- a doctor or a teacher?

07

OR

B. Kavya meets Mr. Shah who was her teacher at school after a long time, draft a dialogue between them.

07

Q.3 A. Read the passage and answers the questions given below.

07

By generating a means of employment for people with excellent artistic abilities and incredible imagination, the animation industry is growing into a multi-core industry with vast career prospects. The animation is the linking and the manipulation of still images to create an illusion of motion. Images, graphics, text, and audio are brought together to create a live moving picture on the screen. Thus the animator, who is an expert in animation art, gives life to a character using a blend of imagination and technology.

Aspirant animators must have a passion and a flair for drawing and creative imagination. In addition, they must also possess an advanced level of technological understanding. An animator must have good communication skills because the field requires him to meet and interact with a large number of people

In the present scenario, animation has a plethora of opportunities in areas like films, cartoons, advertisements, television, and product designing. The animation industry can be

broadly classified into categories like 3D and 2D animation, gaming, multimedia, web designing, and visual effects.

In India, the animation industry is growing immensely thus making the country a destination for the outsourcing of animation work. The reasons for this mainly are skilled workers and low cost of production besides the rise of the gaming industry. Apart from this, the Indian audience is showing keen interest in animated movies and commercials which has led several production houses to produce a greater number of animated movies.

Being aware of the increasing popularity of the animation industry, educational institutions across the country are beginning to include animation courses in their programme. A number of animation institutes have also come up in India which will help students both in grooming their creative skills as well as in their placements.

The magical world of animation is thus becoming one of the fastest and most lucrative industries in India. Despite a humble start in the year 1974 with the educational animation film 'Ek Anek Aur Ekta', the animation industry in India is a well-established career option today.

1. List two reasons for the growth of the Animation Industry in India.
2. State the qualities a good animator must possess.
3. What has the growth of the animation industry led to?
4. List a few categories of the animation industry.
5. When did the animation industry in India begin?
6. Name the first animated film made in India.
7. Give synonym of the word 'profitable' from the passage.

Q.3 B. Prepare a Blog on "your favourite book".

07

Q.4 A. Draft a resume for the post of a software developer with minimum two 07 years' experience required by the Oracle software company, Bangalore- 560076, India

07

OR

Chennai Cements Ltd. - Chennai requires an Administrative Manager. They advertised in "The Hindu". They are looking for a person capable of planning to produce tangible results in business growth. S/he must have good command over spoken and written English and Tamil. Draft a suitable resume.

B. Make a precis of the following passage and suggest a suitable title

07

Discipline is of the utmost importance in student life. If the young students do not obey their superiors and go without discipline, they will be deprived of much of the training they should have at this period and in future they will never be able to extract obedience from others in the society. Society will never accept them as persons fit for commanding and taking up any responsible positions in life. So it is the bounder. Duty of all the students is to observe discipline in the preparatory stage of their life. A college without discipline can never impart suitable education to students. The rule of discipline in the playground and the battle field as well plays a very important role. A team without discipline may not fare well in spite of good players for want of mutual understanding and cooperation. In any army everyone from the rank of the general down to the ranks of an ordinary soldier must observe discipline.

In case a soldier does not obey his immediate superior the army becomes a rabble quite unfit for the achievement of the common ends of war. At first sight it may appear to us that discipline takes away individual liberty. But on analysis it is found that it does not do so, for liberty is not license. We find disciplined liberty at the root of all kinds of human happiness.

Q.5 A) Draft a report on the fire in a factory to be submitted by secretary to the director of the company. **07**

OR

Prepare a Report on the feasibility of opening the new office of an automobile company by TATA Motors in Sanand, Gujarat. **07**

B) You are a purchase manager of Sipla Marketing Agencies. Write an email to Thompson Matrix Ltd. Bangalore asking for a copy of their latest catalogue of home appliances. Ask for best trade terms assuring long term business. **07**

OR

You have observed unhygienic surrounding in the Civil hospital visited by you. Write an Email to the Medical officer of the Civil hospital about maintaining cleanliness. **07**