

BCA -104(N)

[2]

Roll No. :

Section – B

(7 marks each)

B.C.A. (First Semester)

EXAMINATION, Dec.-2015

(New Course)

Paper – Fourth

BUSINESS COMMUNICATION

[Time: Three Hours]

[Maximum Marks: 75]

Note: Section A is compulsory. Attempt any seven questions from Section B & one question from Section C.

Section – A

(16 Marks)

Q.1. What are the objectives of report writing? Draft a detailed structure of a report on "Uninterrupted Electric Supply in Kanpur City" as a part of KESCO Project.

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- Q.2. Discuss organisational barriers in Communication, and ways to remove them.
- Q.3. What is the significance of writing business letters & what are the features for the drafting a business letter?
- Q.4. State the important elements in planning a constructive meeting.
- Q.5. Mention a few email etiquettes identified in business communication.
- Q.6. How business communication is different from general communication? <http://csjmuonline.com>
- Q.7. What are the principles of good listening?
- Q.8. Invent the necessary details to draft a 'Cover Letter' & a 'Resume' with reference to an advertisement in Times of India for the post of 'System Manager' required in Bharti Tele Communications.
- Q.9. Invent the necessary details to draft an effective sales letter to the 'Lab-in-charge' of Saraswati Vidya Mandir for requirement of computer & other hardware devices for their new computer lab.
- Q.10. Write short notes on the following:-
- a) Grapevine
 - b) Press Conference

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Q.11. State the difference between the following:

- a) Face to Face conversation & Tele Conferencing.
- b) Active & Passive Listening.

Q.12. Mention the use of techniques for effective speech.

Section –C

(10 marks)

Q.13. State the importance of Group Discussion. Discuss the do's & don'ts of it.

Q.14. "Internet & Electronic media has brought revolution in business networking" Comment.

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