

BCA-104(N)

B. C. A. (First Semester) EXAMINATION, Dec., 2017

(New Course)

Paper Fourth

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) Define Communication and write the 7 C's of communication needed for effective business communication.
- (B) "Art of letter writing is judged by planning and layout of letters." Elucidate.

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P. T. O.

- (C) What is face to face conversation ? What techniques can help in making the conversational speech effective ?
- (D) Explain the do's and don'ts of Groups Discussions.
- (E) List the basic principles of effective business correspondence.

Section—B

(Long Answer Type Questions)

Note : Attempt all questions.

2. Write short notes on the following : 3
 - (i) Radio Recording
 - (ii) Word Processor
 - (iii) Public address system
3. Differentiate between the following terms : 6
 - (i) e-Mails and Sms's
 - (ii) Teleconferencing and video conferencing
 - (iii) Demonstrations and Dramatization
4. State the advantages and disadvantages of the following terms : 6
 - (i) Telephone answering machines
 - (ii) Grapevine communication
 - (iii) Usage of multimedia

Section—C

(Long Answer Type Questions)

Note : Attempt all questions.

5. "Communication need at least people to communication : a sender and a receiver." Elaborate on

this statement by explaining through a diagram of process of communication. 5

6. What are the basic organisational barriers affecting the communication flow of any organisational and how it can be tackled ? 5
7. What are formal reports ? Describe the various types of formal reports. <http://www.csjmuonline.com> 5
8. Explain the terms 'active and passive listening skills'. How can one improve on the art of good listening ?
9. "Internet has changed the face of social communication." How ? 5

Section—D

(Long Answer Type Questions)

Note : Attempt all questions.

10. Write a complaint letter to General Manager, National Electronics Pvt. Ltd. information about 5 damaged printers supplied to your office, also asking for the replacement of those damaged products with new ones.

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11. Write an office circular to the director of an institute informing about the new rules (given below) which has to be implemented from 2018 examination : 10

- (i) no mobile phones are allowed inside the examination hall.
- (ii) no student is allowed to leave the examination hall before 1 hr.