

Code No. : 1283

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1283

B. C. A. (First Semester)

Examination, 2022-23

BUSINESS COMMUNICATION

(BCA-104T)

Time : Three Hours]

[Maximum Marks : 75

Note : (i) All questions are compulsory.

(ii) Answer each part of the first question in not more than 100 words and the remaining questions in 800 words.

(iii) Marks are mentioned against the questions.

1. Answer the following : 3×5=15

- (a) What is communication ? Explain briefly.
- (b) Mention purpose of written communication.
- (c) List various types of business report.

(d) What do you understand by Press Conference ?

(e) Differentiate between group discussion and interview.

2. Answer the following questions : 15

(a) What is meant by barriers of communication ? List the various barriers to communicate and state how they can be overcome ?

Or

(b) How a political leader by its public speech influence audience in shaping their attitude in his favor ?

3. Answer the following questions : 15

(a) What is meant by oral communication ? What principles should be followed to make oral communication effective ?

Or

(b) Differentiate between the following :

- (i) E-mail and chatting
- (ii) Teleconferencing and video conferencing
- (iii) Notice, circular and memo

4. Answer the following questions : 15

(a) Define Business letter and its types used in the organization. Elaborate upon the characteristics of good business letter.

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Or

- (b) After obtaining a BCA degree, how you prepare your CV and application for obtaining a suitable job in a private sector bank ? Explain.

5. Answer the following questions : 15

- (a) Various tools through computers are being used in business communication. Write the importance of each of them.

Or

- (b) In a group, a decision is made after mutual consent of all participants. Suggest the techniques of group discussion which help in arriving an unanimous decision.