

[4]

Section-C

Very long type Answer (15 Marks)

Q8. What are the do's and don'ts of the group discussions ?

Write at least 5 points to prove your opinion 'for' or 'against' the topic "Role of social media in 21st century".

OR

Write a cover letter for the advertised post of Technical Assistant in National Computers Ltd. and attach a suitable resume inventing all the necessary details.

BCA -104 (N)

Roll No.....

Total No. of Questions : 8]

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BCA -104 (N)

Bachelor of Computer Applications

(First Semester)

EXAMINATION, MARCH - 2021

(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. (30 marks)

Q1- (15 marks), Q2, 3, 4 (5 marks each)

P.T.O.

[2]

Q1. Write short notes on :

- (a) Multimedia Conferencing
- (b) Difference between Telex and Fax
- (c) Importance of press conferences.
- (d) Grapevine communication
- (e) Role of Demonstrations

Q2. As a chief medical officer of Medanta Hospital write a request letter to the manager of Bharat Biotech Ltd. asking for an order of 3000 vaccines for your health workers.

(5 Marks)

Q3. State the objectives of formal and informal report writings.

(5 Marks)

Q4. Explain the process of communication with the help of a diagram.

(5 Marks)

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Section-B

(Long Type of Answers) (30 Marks)

Note : Each question carries (10 marks)

Q5. How can public address system help in conveying the information to the audience? Explain by referring to the various features related to art of speaking and listening.

Q6. How do organisational barriers affect the communication network ? Stating other barriers of communication also, explain the ways to overcome it.

Q7. "Business correspondence is an essence of Technical Communication". Explain the functions of business letters by describing its layout and planning.

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