

Or

7. Attempt the following questions :

- (i) Write your own resume to apply for a job.
- (ii) As bank manager, write a letter to the Head Office recommending the loan applied for by one of your customers.

Or

8. Attempt the following questions :

- (i) Write an application for an appointment as a sales officer in manufacturing company.
- (ii) What are the essentials of effective Correspondence ?

Or

9. Attempt the following questions :

- (i) Discuss 7C's in Written Communication.
- (ii) Discuss non-verbal communication with respect to (A) Body Language (B) Tone & Pitch (C) Space Language

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Roll No.

Paper Code – BCA 104 (N)

BCA 1st Year (Semester-I) EXAMINATION, 2023-24

BUSINESS COMMUNICATION

PAPER-IV

Time : Two Hours]

[Maximum Marks : 75

K-019

Note- This paper consists of three Section A, B and C. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section-A

(Short Answer Type Questions)

Note- All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 5 marks.

1. Write Short notes on the following :

- (A) Write a note on active listening.
- (B) What is body language ?
- (C) What is conciseness ?
- (D) Discuss negatives about teleconferencing ?

- (E) Describe Gossip chain.
- (F) What is demonstration ?
- (G) Write a note on Video Conferencing.
- (H) Write down the process of good communication.
- (I) How mobile phone conversation plays an effective role in media of oral communication ?

Section-B

(Long Answer Type Questions)

Note- This section contains four questions from which **one** question is to be answered as long question. Each question carries 15 marks.

2. Attempt the following questions :
 - (i) What are the characteristics of a good report ?
 - (ii) What are the disadvantages of SMS ?
 - (iii) Write the importance of letter writing.

Or

3. Attempt the following questions :
 - (i) Explain courtesy with example.
 - (ii) Write down the principles of good listening.
 - (iii) Discuss importance and scope of an email.

Or

4. Attempt the following questions :
 - (i) Discuss the need and functions of business letters.
 - (ii) Write a note on downward and upward communication.
 - (iii) Write down the types or forms of communication.

Or

5. Attempt the following questions :
 - (i) What is KOPPACT?
 - (ii) Write an email to your boss for not keeping minimum sale in the month of Dec, 23.
 - (iii) Discuss importance of group discussion.

Section-C

(Long Answer Type Questions)

Note- This section contains four questions from which **one** question is to be answered as long question. Each question carries 15 marks.

6. Attempt the following questions :
 - (i) Colour World wish to place an order with National Paints Co. Ltd. for various paints. Prepare an order using imaginary terms and conditions.
 - (ii) Write down a reply on the above Order letter.