

Roll No.

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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- (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
- Radio Recording
 - Word Processor
 - Public address system
3. Differentiate between the following terms : 6
- e-Mails and Sms's
 - Teleconferencing and video conferencing
 - Demonstrations and Dramatization
4. State the advantages and disadvantages of the following terms : 6
- Telephone answering machines
 - Grapevine communication
 - 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

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- 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. 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. 10
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
- no mobile phones are allowed inside the examination hall.
 - no student is allowed to leave the examination hall before 1 hr.

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