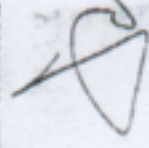


Roll No. 01022707.....



BCA-104(N)

B. C. A. (First Semester)

EXAMINATION, Nov./Dec., 2018

(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.

1. Do as directed :
 - (i) Write any two C's required for effective communication.
 - (ii) Name any two kind of reports.
 - (iii) Write any two advantages of Telephone Answering machine.
 - (iv) Name any two business letters.
 - (v) For communication two people are needed—They are termed as and

(C-97) P. T. O.

2. Define the following terms (any five) :

5

- (i) Multimedia
- (ii) Word Processor
- (iii) Public address system
- (iv) Group Discussions
- (v) Sales letter
- (vi) Technical communication

3. Fill in the blanks :

5

- (i) Concentration and attentiveness are the art of good
- (ii) Informal communication which include rumours and gossips are a part of communication.
- (iii) Purpose of effective writing is to
- (iv) Reports are an account of activities.

Section—B

25

(Long Answer Type Questions)

Note: Attempt all the five questions.

- 4. What is oral communication ? What are the various techniques to improve oral communication ?
- 5. Differentiate between Demonstration and Dramatisation.
- 6. Explain how Electronics writing is useful in communication showing the process of Electronic writing.
- 7. How is Multimedia and Internet helps the entrepreneurs to expand their business network ?

(C-97)

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

Section—C

30

(Very Long Answer Type Questions)

Note : Attempt both questions.

- 9. Write a purchase letter to the Manager of United Book Centre Placing an order for 50 short story books for children to be sold from your book store.

Or

Write an application to the HR of United Computers Ltd., New Delhi showing an interest in joining his company as a project engineer. Invent necessary details.

- 10. Write a short report for a publishing house providing a scenario of a forthcoming election in your area. Invent details.

Or

As a Managing Director of a company write an e-mail to all your employees informing them about the inauguration of a new community hall in your company. Give details of the inauguration.

BCA-104(N)

4,400

(C-97)