

Roll No.

BCA-104(N)

**B. C. A. (First Semester)
EXAMINATION, Dec., 2019**

(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. Define the following terms :

- (A) Objectives of communication
- (B) Coding and decoding in communication
- (C) 7C's of communication
- (D) Electronic writing
- (E) Essential determinants of effective writing

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- (F) Difference between CV and Resume
- (G) Mock Interview
- (H) Enquiry letter
- (I) Grapevine

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 12 marks.

- 2. Different barriers existing in communication. Write each of them and explain, how they create barriers in effective communication. Also suggest, how they are removed.
- 3. How a political leader by its public speech influence audience in shaping their attitude in his favour ?
- 4. Different business letters are used for communication. Write the importance of each of them.
- 5. After obtaining a BCA degree, how you prepare your CV and application for obtaining a suitable job in a Private Sector Bank ? Write.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 12 marks.

- 6. Write a note on the following :
 - (a) Importance of FAX in Business
 - (b) Principles of good listening

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- 7. Various tools through computers are being used in Business Communication. Write the importance of each of them.
- 8. How a report is prepared ? Write essential determinants of a good report for promotion of a business proposal.
- 9. 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.

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