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B.C.A.-I Sem.

(Printed Pages 4)

Roll No. ....

18004 (CV-II)
B.C.A. Spl. and Back Paper Examination, Nov.-2021
BUSINESS COMMUNICATION
(BCA-106)

Time : 1½ Hours]   [Maximum Marks : 75

Note : Attempt questions from **all** sections as per instructions.

Section-A

Note : Attempt any **two** questions. Each question carries **7.5** marks. Very short answer is required. Not exceeding 75 words.   2×7.5=15

1. Give two limitations of facsimile as a tool for communication.

2. What is "Interactive Communication"?

P.T.O.

3. What are the barriers to listening and how does one overcome them?

4. What is circular? Specify the difference between notice and circular.

5. What is statutory report?

Section-B

Note : Attempt any **one** question, out of the following **three** questions. Each question carries **15** marks. Short answer is required not exceeding 200 words.   1×15=15

6. Differentiate the official letters and business letters.

7. Specify how Information Technology is helping managers in transmitting and conveying information, data by using IT tools and gadgets.

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8. What is art of listening? Explain the principles of good listening.

Section-C

Note : Answer any **two** questions out of the following **five** questions. Each question carries **22.5** marks. Answer is required in details. $2 \times 22.5 = 45$

9. Define the term feedback. Explain its process, method and guidelines to make effective feedback.

10. (a) "Kinesics plays an important role in communication". Discuss this statement.

(b) Explain the importance of 7 c's of communication as given by Francis J. Bergin.

11. What do you mean by internet? What are its uses? Also writes the barriers in its way.

12. (a) "Complaints are not routine letters. The writer has to write them with special case and skills." Do you agree to this view? Justify your answer.

(b) Draft a sales letter to promote the sales of some new product.

13. (a) Comment on the importance of public address system.

(b) Comment on Enquiries and reply letters.

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