

A
(20222)

(Printed Pages 4)
Roll No. _____

B.C.A.-I Sem.

18004 (CV-III)

B.C.A. Examination, Dec.- 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. $2 \times 7.5 = 15$

1. What do you mean by E-commerce?
Describe C to B (Consumer to Business)

P.T.O.

2. Explain the term 'Enclosures'.
3. What is tele printer?
4. What is teleconferencing? What are the advantages of teleconferencing?
5. What is the main purpose of circular letters?

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. $1 \times 15 = 15$

6. "Brevity at its best" - Elucidate the essentials of a good business letter.
7. Discuss in detail any two types of interview?
8. Explain the purpose and importance of
(i) E-mail (ii) Voice - mail

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Section- C

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

9. Define :

- (a) Office Memorandums
- (b) Dictaphone
- (c) Video Conferencing

10. "Communication is the life blood of business". Explain it and discuss why communication is so important to an organization. (10)

11. (a) It is said that 'face is an index of mind'? Discuss the role of facial expressions in effective presentation.

(b) Explain how technology can help in the writing task.

12. Explain the concept of seminar. What are its features? How will you arrange a successful seminar?
13. What is meant by writing skills? Give the various steps of writing skills. Also give the guidelines of effective skills.

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