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(21216)

Roll No.

B.C.A.-I Sem.

18004

B.C.A. Examination, Dec. 2016

Business Communication

(BCA-106)

(New Course)

Time : Three Hours

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Comment on the importance of mock interviews.
2. List out the principles of good listening.

(2)

3. What is the main purpose of circular letters?
4. Give two limitations of Facsimile as a tool for communication.
5. Give two precautions that must be taken while writing a report.

Section-B

(Short Answer Questions)

Answer any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Write a circular letter intimating the change of address to customers.
7. What is art of listening? Explain the principles of good listening.
8. Explain the purpose and importance of (i) E-mail and (ii) Voice-mail.

Section-C

(Detailed Answer Questions)

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. Write brief comments on the following:
- (i) Video conferencing
 - (ii) Dictaphone
 - (iii) Grapevine.
10. (a) Explain the purpose and importance of teleconferences.
- (b) "Brevity at its best." Elucidate the essentials of a good business letter.
11. (a) Imagine you are a new intern in a reputed IT firm. What precautions would you take while preparing an oral report?
- (b) Discuss in detail the 7C's communication.

12. (a) Comment on the importance of public address system.
- (b) Explain the various techniques of effective public speaking.
13. (a) What are challenges of group decision-making? How can one overcome these challenges?
- (b) State and explain merits and limitations of Written Communication.

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