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(201217) Roll No. ....

**B.C.A. - I Sem.**

**18004**

**B.C.A. Examination, Dec.-2017**

**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)**

**Note :** Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

1. What is a circular? Explain the need for it?
2. State the media of oral communication.

P.T.O.

3. What are the causes for liking written communication?
4. What is Tele conferencing? State the advantages of Tele conferencing.
5. State the important part of a business letter.

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

1. What are the barriers of communication? Discuss language as a barrier to communication.
2. Write a sales letter to promote the sale of a smart phone.
3. Discuss in detail any two types of Interviews.

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### Section-C

#### (Detailed Answer Questions)

**Note :** Answer any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

1. "Communication is the life blood of business." Explain it and discuss why communication is so important to an organization.
2. What do you mean by An Interview? What are the objectives of Interview? Explain various steps involved in conducting an Interview.
3. (a) What is Listening? Explain in detail barrier to listening.  
(b) Draft notice of meeting calling for Annual General Meeting to the Mumbai Manager of Association.

4. Write short notes on any **two**-
  - (a) Communication Models and approaches
  - (b) Language skills and choice of words
  - (c) Verbal and Non-verbal communication.
5. What do you mean by effective listening? Describe in brief the main principles of effective listening.