

A

Printed Pages : 3

(21119)

Roll No.

B.C.A.-I Sem.

18004

B.C.A. Examination, November-2019

BUSINESS COMMUNICATION

(BCA-106)

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. $5 \times 3 = 15$

1. How does noise disturb the communication process?
2. Differentiate between good and bad business letters.
3. What is E-commerce ? Explain C to B (Consumer to Business).
4. How self-development contribute to effective communication ?
5. Discuss qualities of a good report writing.

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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. $2 \times 7\frac{1}{2} = 15$

6. "Kinesics plays an important role in communication." Discuss this statement.
7. Prepare a specimen of chairman's speech of a company.
8. What is meant by oral communication ? What principles should be followed to make oral communication effective ?

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. $3 \times 15 = 45$

9. What do you understand by writing skills ? What are the various steps of writing skills ?
10. What do you mean by group discussion ? Discuss the prior conditions and advantages of group discussions.

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11. (a) "In an effective communication, conciseness and completeness are as important as courtesy and clarity." Discuss.
(b) Write an application for the post of a section officer in an university.
12. Write short note on any *two* :
 - (a) Audience Analysis
 - (b) Grapevine and rumour
 - (c) Channels of Internal Communication.
13. Discuss the characteristics of a good resume. Highlight the key points a candidate should remember to ensure success in an online interview.

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(21218)

BCA-I Sem.

Roll No.

18004

B. C. A. Examination, Dec. 2018

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)

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

$3 \times 5 = 15$

1. What do you mean by good news letter?
2. Define the term 'enclosures'.
3. What is teleprinter?

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4. Suggest the five steps which are used to write a good report.
5. How can the 'grapevine' help in raising the morale of the workers?

Section-B

(Short Answer Questions)

Attempt 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. $7\frac{1}{2} \times 2 = 15$

1. How can oral communication be made effective?
2. Give the differences between official letters and business letters.
3. Discuss in detail any two types of interviews.

Section-C

(Detailed Answer Questions)

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

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1. What do you understand by oral presentation ?
Discuss the factors affecting the oral presentation.
2. What do you understand by "good news letters" ?
Give a specimen of good news letters.
3. Write short notes on the following :
 - (a) Office orders
 - (b) Office circulars
 - (c) Office memorandums.
4.
 - (a) What precautions would be taken while preparing an oral report ?
 - (b) Discuss in detail the 7C's communication.
5. "Communication is an essential part of a business."
Explain this statement.

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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.

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(201217) Roll No.
B.C.A. - I Sem.

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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.

$3 \times 5 = 15$

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

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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 $7\frac{1}{2}$ 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.

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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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(21216) Roll No.

B.C.A.-I Sem.

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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.

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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.

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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. $15 \times 3 = 45$

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.

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