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(21218)

Roll No.

BCA-I Sem.

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. 3×5=15

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

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 7½ marks. Short answer is required not exceeding 200 words. 7½×2=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. 15×3=45

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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