

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. 5×3=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.

18004

[P.T.O.]

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. 2×7½=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. 3×15=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.

18004

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) Grapewine 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.