

D (Printed Page No.)
(20321) Roll No.
B.C.A. - I Sem.

18004

B.C.A. Examination, Dec.-2020
Business Communication
(BCA-106)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from **all** the sections as per instructions.

Section-A

(Very Short Answer Questions)

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

1. What are the precautions the company Secretary should take while writing letter to the company director?
2. What is meant by mechanical barrier in Communications?

P.T.O.

3. List out any five advantages of Video conferencing.
4. What is empathetic listening? How it is different from critical listening?
5. State the differences between grapevine and rumour.

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. Draft a suitable reply to a customer who has complained about the poor quality of the goods sent by you.
2. What do you mean by website? Also state its usefulness in business.

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3. What are the principles of effective communication?

Section-C

(Detailed Answer Questions)

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

1. Distinguish between formal and informal reports. What do you think are the salient features of a good formal report?

2. "Communication is as essential as anything because nothing can be achieved without it". Elucidate the statement unlining the importance of communication with special reference to business.

3. (a) Discuss the cost effectiveness of various communication devices.

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P.T.O.

- (b) Draft a letter canceling your order placed some days earlier. Give reasons for the cancellation.

4. Write short notes on any **two**-

- (a) Guidelines for writing a press report.
(b) Pros and cons of facsimile system (PAX).

- (c) Lateral and Diagonal Communication.

5. Elaborate the seven Cs of communication required to make it effective.

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