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(21223)  
BCA-I Sem.

Roll No. ....

**18004**

**B.C.A. Examination, Dec.-2023**

**Business Communication**

**(BCA-106)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the Sections as per instructions.

**Section-A**

**(Very Short Answer Type Questions)**

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

$3 \times 5 = 15$

1. What is Office memo?
2. State some expressions of non-verbal communication.
3. Write some media of written communication for employees.

4. Elaborate any five characteristics of a good business letter.
5. Define electronic writing.

**Section-B**

**(Short Answer Type 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.

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

6. What are 7C's of Communication?
7. What are the characteristics of grapevine communication? <https://www.ccsustudy.com>
8. Draft a representation letter to your head office seeking permission to organize a training programme for your branch employees on Customer care.

### Section-C

#### (Long Answer Type Questions)

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

9. Explore the condition, which are highly suitable to non-verbal communication.
10. Draft a Tender Notice as regards to the procurement of a software as desired by you.
11. Briefly explain the essential of effective written communication.
12. Discuss the role of fax, email and video conferencing in communication.
13. "Applying the principles of effective communication in writing skills". Explain it and discuss the principles of effective communication.