

- (b) What kind of non-verbal communication skill would you need in group discussion ? Discuss.

(Or)

7. (a) What is the process of communication ? Explain it with the help of communication cycle.

- (b) Explain group communication with examples.

(Or)

8. (a) Imagine that you are about to apply for your dream job, prepare a CV for yourself.

- (b) What is e-mail writing ? Discuss its importance in present scenario.

(Or)

9. (a) Write a note on Teleconference, videoconference and press conference.

- (b) Draft a circular letter announcing the new policies regarding leave in your organization.

....

Roll No.

Paper Code – BCA 1004

BCA 1st Year (Semester-I) EXAMINATION, 2023-24

BUSINESS COMMUNICATION

PAPER-IV

K-020

Time : Two Hours]

[Maximum Marks : 75

Note- This paper consists of three Section A, B and C. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section-A

(Short Answer Type Questions)

Note- All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 5 marks.

1. (A) Purpose of resume
- (B) Characteristics of a good report
- (C) Types of Business Letter
- (D) Effective listening

3. (c) Explain the general principles of effective communication.

(Or)

4. (a) How do write effective sentences ? What are the characteristics of effective sentences ?
(b) Write a note on public speaking.
(c) What is grapevine communication ? Discuss.

(Or)

5. (a) What is intrapersonal communication? Explain in brief.
(b) Discuss the benefits of grapevine communication.
(c) How will you foster lateral communication at your workplace ? Discuss.

Section-C

(Long Answer Type Questions)

Note- This section contains four questions from which **one** question is to be answered as long question. Each question carries 15 marks.

6. (a) What is interpersonal communication ? How will you enhance your interpersonal skills ?

- (E) Barriers of communication
(F) Advantages of SMS
(G) Skimming reading
(H) Key points of clarity in writing
(I) Circular letter

Section-B

(Long Answer Type Questions)

Note- This section contains four questions from which **one** question is to be answered as long question. Each question carries 15 marks.

2. (a) What is group discussion ? Discuss features of group discussion.
(b) What are the advantages of Oral Communication ?
(c) Discuss the significance of listening in Communication.

(Or)

3. (a) As a Bank Manager, write a letter to the Head Office recommending the loan applied for by one of your customers.
(b) Write a short note on informal communication.