

AC-232
B.C.A. I Sem. Examination, Dec., 2019
(New Course)
C-103

Sub-Business Communication & Software Skill

Time : Three Hours /

/ Maximum Marks : 50

[Minimum Marks : 20]

Note : Attempt any **five** questions. **All** questions carry equal marks.

1. What is ethnography on business communication?
2. What major changes and problems students faced in effective communication.
- ✓ 3. Write a short note on :
 - (i) Electronic Media
 - (ii) Verbal communication
 - (iii) Types of communication
4. Write a brief essay on effective marketing.
- ✓ 5. What is role of communication.
- ✓ 6. Effective communication plays a vital role. Do you agree with this statement.
- ✓ 7. Write a letter advising a friend about holiday.
- ✓ 8. Write short note :
 - (i) Effective leadership.
 - (ii) On line Marketing.
- ✓ 9. What is emotional intelligence.
10. What are causes of stress and its impart.