MCA
(SEM-II) THEORY EXAMINATION 2018-19
PROFESSIONAL COMMUNICATION

Time: 3 Hours   *Total Marks: 100*

Note: Attempt all Sections.

SECTION A

1. **Attempt *all* questions in brief.**   **2 x 10 = 20**

   a. Define Informal Communication.
   b. What is the key role of Feedback?
   c. What is Psychological Barrier?
   d. How many types of paragraph writing?
   e. What is proposal?
   f. Explain Accent.
   g. How do you analyze Audience?
   h. What are the principles of business communication?
   i. Define Videoconferencing.
   j. When use Attention Line?

SECTION B

2. **Attempt any *three* of the following:**   **10 x 3 = 30**

   a. Describe briefly the required of a good sentence.
   b. What are the All parts of speech? Give the definition and examples.
   c. How is letter placing order organized? Write a letter placing order for 3D LCD monitors in a business establishment.
   d. 'Body Language effects 50% of any communication processes. Explain.
   e. Explain the difference between descriptive and narrative paragraph.

SECTION C

3. **Attempt any *one* part of the following:**   **10 x 1 = 10**

   (a) Discuss the essentials of elements of an effective business letter. Explain the structure of a claim letter.
   (b) Discuss the concept of 'Noise' in communication? What are the main barriers to communication?

4. **Attempt any *one* part of the following:**   **10 x 1 = 10**

   (a) What do you mean by writing a report? What is the process of writing a report? Explain.
   (b) What are the different modes of business communication? Discuss in detail.

5. **Attempt any *one* part of the following:**   **10 x 1 = 10**

    (a)   What are the purposes of Listening? Give a detailed note.

    (b)   What are the Negotiation Skills?

6. **Attempt any *one* part of the following:**   **10 x 1 = 10**

    (a)   What do you understand by the features of unity and coherence paragraph writing?

    (b)   Write the all dimensions of Speech.

7. **Attempt any *one* part of the following:**   **10 x 1 = 10**

    (a)   Write an essay on the topic of The Mother of the Sciences by A.J. Bahm.

    (b)   What do you understand by Technical proposal? Also write the types and significance of proposal.