

20/1084

B.C.A. (First Semester) Examination, 2020

Fourth Paper

(Business Communication)

Time : Three Hours

Maximum Marks : 75

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

Note: The answers to short answer type questions should not exceed 200 words and the answers to long answer type questions should not exceed 500 words.

1. Define Communication. Explain the objectives, process and functions of communication. 15
2. What are the different 7 C's of communication? Explain the various barriers of communication. 15

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3. What do you mean by Oral communication? Explain the principles of effective oral communication. 15
4. What points you would keep in mind while conducting a press conference and preparing a good press release? 15
5. How the Business Correspondence can be made more effective? Also mention the principles of effective business correspondence. 15
6. Write a letter to a Bank Manager requesting him to stop the payment of a cheque. 15
7. How would you prepare a curriculum vitae for applying to a Multinational IT Company, for the position of a Senior Engineer. 15
8. Critically examine the modern form of communication. Explain their advantages and limitation. 15

9. Explain the concept and objectives of group discussion. What are the skills required for group discussion? 15
10. Write short notes on any **two** of the following : $7\frac{1}{2} + 7\frac{1}{2} = 15$

- (i) Techniques of effective speech.
- (ii) Principles of effective writing.
- (iii) Steps in drafting reports.
- (iv) Mock interview.

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