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Roll No. _____

21/1084

B.C.A. (First Semester) Examination, 2021

Fourth Paper

(Business Communication)

Time : 1½ Hours

[Maximum Marks : 75

Note : Answer any **five** questions. **All** questions carry equal marks. Limit the answer to each of the question to 350 words.

1. Define communication. Explain briefly the importance of good communication. 15
2. What is oral communication? Briefly state the scope of communication. 15
3. Explain the meaning of grapevine communication. Mention briefly its characteristics. 15

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4. What do you mean by writing skills? What are the steps of gaining good writing skills? 15
5. What do you understand by business letter? State briefly the importance of business letter. 15
6. Discuss the structure of a business letter, with an example. 15
7. What do you mean by report? Discuss briefly the types of business report. 15
8. What is meant by listening? State briefly the principles of effective listening? 15
9. What is order letter? Which factors should be kept in mind while preparing the order letter? 15

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10. Write a short note on any **one** of the followings: 15

- ✓ (i) 7C's of communication
- (ii) Electronic **writing** process
- (iii) Circular **letter**
- (iv) Group **discussion**

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