

**25/1183****B.C.A. (First Semester) (Regular/Back/  
Improvement) Examination, 2025****Fourth Paper****(Business Communication)***Time : Two Hours ]**[ Maximum Marks : 75***Note :** Attempt **all** sections as per instructions.**Section-A****( Very Short Answer Type Questions)**

**Note :** Attempt all the **five** questions. Each question carries **2** marks. The answer of each question should not exceed **50** words.  $5 \times 2 = 10$

1. (a) What are the key components of the communication process?
- (b) What is active listening?

**P.T.O.****25/1183**

- (c) List two advantages of written communication.
- (d) What is the purpose of a subject line in a business letter?
- (e) State two qualities of a good participant in a group discussion.

**Section-B****(Short Answer Type Questions)**

**Note :** Attempt any **five** questions out of total **eight** questions. Each question carries five marks and answer of each question should not exceed **100** words.  $5 \times 5 = 25$

2. (a) How does effective oral communication contribute to team collaboration?
- (b) Write a note on the role of written communication in professional environments.
- (c) Discuss the principles of writing a clear and concise business letter.

**25/1183**

- (d) Discuss the essential qualities of an effective business letter.
- (e) Define the term "teleconferencing."
- (f) List two challenges of using IT for communication.
- (g) Explain the key features of a word processor and their applications.
- (h) Differentiate between consensus-building and conflict resolution in group discussions. <https://www.mgkvponline.com>

### **Section-C**

#### **(Long Answer Type Questions)**

**Note :** Attempt any **two** questions out of total **four** questions. Each question carries **20** marks and answer of each question should not exceed **400** words.  $2 \times 20 = 40$

3. (a) Elaborate on the qualities of an effective speaker with suitable examples.

**3**

**P.T.O.**

**25/1183**

- (b) Draft a sample business letter for the following scenario:

You are the manager of XYZ Ltd. Write a letter to a supplier requesting a quotation for office supplies.

- (c) Draft a reply to a customer complaint about a delay in the delivery of goods, apologizing and explaining the reasons for the delay, along with proposed solutions.
- (d) Analyze the impact of IT on communication in educational institutions, highlighting the benefits and challenges.