

A
Roll No.

(Printed Pages 3)

Paper Code - 0127005

B.C.A. 1st Sem. Examination, Dec.-2023

**Bachelor of Computer Application
(Business Communication)**

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** sections as per instructions.

Section-A

Note : Attempt **all** questions. Each question carries **three** marks. Very short answer is required not exceeding **75** words. $3 \times 5 = 15$

1. What is "Interactive Communication"?
2. Discuss qualities of a good report writing.
3. Discuss the differences between grapevine and rumour.
4. What is meant by mechanical barrier in Communication?
5. What is circular? Specify the difference between notice and circular.

P.T.O.

- ✓ 2. Define the term feedback. Explain its process method and guidelines to make effective feedback.
- 3/ Explain the importance of 7C's of Communication as given by Francis J. Bergin.
4. Write short notes:
 - (a) Difference between face to face conversation and Dictaphones.
 - (b) Electronic writing process
 - (c) Press conference
5. (a) Discuss the cost effective of various communication devices.
(b) Draft a letter canceling your order placed some days earlier. Give reasons for the cancellation.

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Section-B

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words. $2 \times 7.5 = 15$

1. What do you mean by website? Also state its usefulness in business.
2. Differentiate the official letters and business letters.
3. What is meant by Oral Communication? What principles should be followed to make Oral Communication effectives?

Section-C

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

1. What do you understand by writing skills? What are the various steps of writing skills?

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