

BCA-104(N)  
B. C. A. (First Semester)  
EXAMINATION, Dec. 2016  
(New Course)  
Paper Fourth  
BUSINESS COMMUNICATION

Time: Three Hours]

[Maximum Marks: 75

Note: Attempt questions from all Sections as directed.

Inst. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section-A

(Short Answer Type Questions)

Note: All questions are compulsory.

1. Explain the following:

- (A) Objectives of communication
- (B) Communication barriers
- (C) Oral and written communication
- (D) Radio Recording
- (E) Demonstration and Dramatization
- (F) Kinds of Business letters
- (G) How to overcome nervousness in the period of presentation?
- (H) E-mail etiquette.
- (I) How to prepare your resume?

Section B

(Long Answer Type Questions)

Note: Attempt any two questions.

2. "Communication is the process of passing information and understanding from one person to another." Elucidate this statement and illustrate the process of communication.

3. Write short notes on the following:

(a) Grapevine communication

(b) Essential factors for a successful group discussion.

4. What are the advantages of good listening ? Discuss some ways in which a person can learn the art of listening.

5. "Accuracy and clarity are the key factors of communication." Explain this statement emphasizing on the effective way of writing techniques in business communication.

### Section C

(Long Answer Type Questions)

Note: Attempt any two questions.

6. Define circular letter. What points should be kept in mind while its writing? Give an anonymous circular letter.

7. What are the basic steps involved in report writing ? Write a specimen of report and explain the main characteristics of an effective business report.

8. As a purchase manager of Surya Computers 8, Naidu Road. Hyderabad-500007, you had ordered two dozen personal computers from Bharat Computers Limited (BCL), 140 M. G Road, Bangalore-500001. When the consignment arrived, you found some of the pieces in the damaged condition:

(a) Write a complain: letter to the Sales Manager of the company asking for repair, replacement, or compensation.

(b) As the Sales Manager of BCL, draft a suitable reply.

9. Write short notes on the following:

(a) Teleconferencing and video conferencing

(b) Advantages of using Internet

(c) Future of Mobile Technology In India.