

12. Define Multimedia. Nowadays how for a successful business multiple medias are playing an important role. Explain with real life examples.
13. How many types of business letters are written in Business Scenario? With the help of at least two Business. Letters example, throw light on importance of writing 'effective business letters.'

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B.C.A.-I Sem.

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Roll No. ....

**18004**

**B.C.A. Examination, Dec. 2022**

**Business Communication**

**(BCA-106)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt questions from **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. 3×5=15

1. What do you mean by 'Rumour'? How it can damage the facts?
2. What are the functions of 'Business Communication'?

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3. Write principles of effective writing.
4. What do you know about office 'Circulars'?
5. Write a short note on 'Telephone Answering Machine'?

### Section-B

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words.  $7\frac{1}{2} \times 2 = 15$

6. Write an enquiry letter to a book publisher to seek details of 'Operating System' and 'Professional Communication'- subject books. Ask details of authors and price of these subjects, books and discount also. Also ask for terms and conditions of payment after delivery of books.
7. How word processor helps in office jobs? Through example of a word processor discuss at least 5 features of it.

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8. Define 'The Art of Listening.' For focused listening what characteristics are required in a listener? Discuss.

### Section-C

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

9. Write short notes on the following:
  - (i) Facsimile (Fax)
  - (ii) Voice mail
  - (iii) Closed Circuit T.V.
10. For a successful professional which effective communication skills are required? How already existing skills can be polished, explain.
11. Write short notes:
  - (i) Difference between face-to-face conversation and dictaphone.
  - (ii) Electronic writing process
  - (iii) Press conference

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