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B.C.A.-I Sem.

(Printed Pages 4)  
Roll No. ....

**18004**

**B.C.A. Examination, Dec.-2024**

**BUSINESS COMMUNICATION**

(BCA-106)

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

**Note :** Attempt questions from **all** the sections as per instructions.

**Section-A**

**Note :** Attempt **all** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.

3 × 5 = 15

1. Briefly discuss 'Essentials of good communication'.

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2. What do you understand by 'grapevine'. Briefly explain with an example.
3. 'Clarity in writing is very important'. Justify.
4. What is the need of Business Letters? Discuss with suitable example.
5. What do you understand by SMS? Explain.

**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.

7½ × 2 = 15

6. What are the media's available for oral communication? Discuss any one with example.

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7. Define 'Report'. How many types of reports can be prepared. Discuss briefly.
8. What do you know about 'Video Conference'? What are the advantages and limitations of video conferencing? Discuss with an example.

### Section-C

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

9. Write short notes on the following :

- (i) Demonstration and Dramatization
- (ii) E-mail
- (iii) Objective of good written communication

10. Write an application (cover letter) and Resume for the job of a Software Developer to 'Hi-Tech informatics Pvt. Ltd'.

11. What are the 7 Cs of communication? Also explain how the barriers of communication may produce ineffective communication? Give examples also.

12. Define Internet. Describe its application areas. How Internet has affected the field of education? Explain.

13. What is 'Group Discussion'? How it has become a useful technique for the organizations, at the time of recruitment of employees. Discuss in detail with suitable example.

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