

(20113)

Roll No. ~~XXXXXXXXXX~~

BCA-I Sem.

18004

B. C. A. Examination, Dec. 2012

Business Communication

(BCA-106)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. Attempt a suitable definition of the term 'communication' and elaborate your definition.
2. What are the advantages and limitations of face-to-face communication ?

(2)

3. Discuss some ways in which a person can learn the art of listening.
4. Write a note on the functions of a business letter.
5. How is bio-data prepared ?

Section-B

(Short Answer Questions)

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

$$7\frac{1}{2} \times 2 = 15$$

6. Explain the importance of 7 C's of communication as given by Francis J. Bergin.
7. "One should feed, water and cultivate the grapevine rather than try to curb its growth." Discuss.
8. If you have to instruct an overseas branch to make arrangements for an urgent conference, what would you prefer-a telex message or a telephone call ?

(3)

Section-C

(Detailed Answer Questions)

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

9. Discuss the changes brought about in the field of communication by the newly introduced electronic devices.
10. Draft a circular letter announcing a gift scheme on the occasion of the Dewali to increase the sales of the latest designs of suitings.
11. Draft a sales letter to promote the sales of some new cosmetics.
12. You have recently joined the branch of a bank as its manager. Write a report to the Head Office on the defects in the routine work of the branch.

(4)

13. Your car broke down on a lonely road in the middle of the night. You were travelling with your nephew and niece. A kind motorcyclist managed to bring a mechanic to the spot, get the car fixed up and helped you to resume your journey. Write a thank-you letter to the motorcyclist.