

Roll No. :

Total No. of Questions : 9] [Total No. of Printed Pages : 4

BCA-1004

BCA (Semester-I) (NEP) Examination, 2024-25

(Major)

BUSINESS COMMUNICATION

[Paper : Fourth]

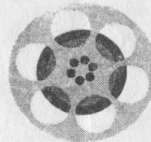
Time : 2 Hours]

[Maximum Marks : 75

Note : 1. Attempt questions from **all** sections as directed.

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

3. "B" copy will not be provided.



Section-A

Short Answer Type Questions

Note : All questions are **compulsory**. Each question carries 5 marks. (Maximum words limit : 150 words) [9×5=45]

BCA-1004/5880

(1)

Turn Over

1. (a) Give the Communication Cycle.
- (b) What do you understand by Communication.
- (c) What do you understand by Communication Barrier?
- (d) Define Oral Communication.
- (e) What is an E- mail?
- (f) Define the Grapevine.
- (g) Discuss in short, the Formal and Informal channels of communication.
- (h) Give the purpose of Effective Writing.
- (i) What do you understand by Report?

Section-B

Long Answer Type Questions

Note : Attempt **any one** question from the following. Each question carries **15** marks. [1×15=15]

2. Give the 7 Cs of Communication.
3. Discuss the good listening skills and its types.

4. Discuss the Teleconferencing and its Pros and Cons.
5. What do you understand by Group Discussion? Elaborate.

Section-C

Long Answer Type Questions

Note : Attempt **any one** question from the following. Each question carries **15** marks. [1×15=15]

6. How can we achieve clarity in writing? Discuss the principles of effective writing in detail.
7. How can we write a good business letter? Give the layout of a business letter.
8. How can we write a good Report? Give the purpose, kinds and objective of report.
9. Assume you purchased online a Sony laptop from Amazon, India. But, the laptop has not been delivered to you yet. Address your complaint to Amazon Customer Care. Invent the necessary details.

----- x -----