

19/184

B.C.A. (First Semester) Examination, 2019

Fourth Paper

(Business Communication)

Time : Three Hours

Maximum Marks : 75

Note: Answer any **five** questions. **All** questions carry equal marks.

Note: The answers to short answer type questions should not exceed 200 words and the answers to long answer type questions should not exceed 500 words.

1. What do you mean by communication? Explain its objectives and importance. 15

P.T.O.

19/184

2. Explain the various Theories or Principles of communication provided by different authors. 15
3. Why is listening important in communication? Discuss the elements of effective communication. 15
4. What do you mean by complaint letter? Which points do you have to keep in mind while writing this letter? 15
5. Explain the concept of report and its importance. 15
6. Describe the essentials of business letter. Give a sample of a business letter. 15
7. What is meant by oral communication? Explain the media or means of oral communication. 15

8. What is resume? Explain the main elements of an ideal resume. 15
9. Discuss the modern techniques of communication. 15
10. Write short notes on $7.5 \times 2 = 15$
 - (a) Decision making in a group.
 - (b) Mock Interview.

<http://www.mgkvponline.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से