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

**23/3098**

**B.C.A. (First Semester) Examination, 2023**

**Fourth Paper**

**(Business Communication)**

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

**Note :** Attempt all sections as per instructions.

**Section - A**

**(Very Short Answer Type Questions)**

**Note :** Attempt all the **05 (five)** questions.  
Each question carries **02 (two)** marks  
and answer of each question should  
not exceed **50** words.  $2 \times 5 = 10$

1. (a) What is communication process?
- (b) What is grapevine communication?
- (c) What do you mean by email?
- (d) What do you mean by Circular letter?

**P.T.O.**

**23/3098**

- (e) Explain the full form of SMS and discuss brief about it.

**Section - B**

**(Short Answer Type Questions)**

**Note :** Attempt any **05 (five)** out of total **08 (Eight)** questions. Each question carries **05 (five)** marks and answer of each question should not exceed 100 words.

$5 \times 5 = 25$

2. (a) Enlist some barriers to effective communication.
- (b) "Silence is also a form of communication". Explain.
- (c) What are the skills of a good communicator?
- (d) What do you understand by 'Cultural Sensitiveness' in communication?
- (e) Write an application for applying for a job in the Bank on the post of cashier.

**2**

**23/3098**

- (f) What do you mean by Video conferencing?
- (g) What do you understand by Social Media?
- (h) What is meant by World Wide Web?

**Section - C**

**(Long Answer Type Questions)**

**Note :** Attempt any **04 (four)** out of total **08 (eight)** questions. Each question carries **10 (ten)** marks and answer of each question should not exceed 400 words.

$$4 \times 10 = 40$$

3. (a). Explain the meaning and objectives of business communication. Why is communication important in a business organisation?

**3**

**P.T.O.**

**23/3098**

- (b) What do you mean by Communication Network? Explain various network in brief. *Ans*
- (c) What do you mean by Group discussion? Throw light on its importance in business activities.
- (d) What are the factors affecting presentation in a business set-up? How can it be made more effective? Elaborate.
- (e) Draft a sales letter announcing the introduction of a new product.
- (f) What is Business Report? Discuss its various types.
- (g) What is Internet? Describe the merits and demerits of Internet.
- (h) What do you understand by Multimedia? Explain the importance of multimedia in a modern business.

**4**