

Roll No. ....

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**D - 38**

**[2037]**

**(BCA -105) (Semester - 1<sup>st</sup>)**

**COMMUNICATION SKILLS (Business Communication)**

**(B.Sc.(IT) - 101) (Semester - 1<sup>st</sup>)**

**Time : 03 Hours**

**Maximum Marks : 75**

**Instruction to Candidates:**

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

**Section - A**

**Q1)**

**(15 x 2 = 30)**

- a) Why is it important for a business to receive and give out information?
- b) What role does feedback play in the process of communication?
- c) When does Horizontal Communication work best?
- d) "Meanings are in people, not in words". Discuss.
- e) Differentiate between formal and informal communication.
- f) "Face is the index of mind." Justify this statement.
- g) How non verbal communication is different from verbal communication?
- h) What are the distinct advantages of Written Communication?
- i) What do you mean by 'Passive Listening'? When does it take place?
- j) Differentiate between hearing and listening.
- k) What are the essentials of a good business letter?
- l) What are the essentials of a good covering letter?
- m) What do you mean by 'Salutation'?
- n) Draft a classified advertisement offering office space on rent.
- o) What do you mean Tender Notice?

**P.T.O.**

## Section - B

(9 x 5 = 45)

- Q2)* How can communication motivate workers to better efforts? Justify with examples.
- Q3)* Explain the salient features of Grapevine Communication.
- Q4)* Explain any two psychological barriers to communication.
- Q5)* Explain the process of communication.
- Q6)* What are the 7cs of effective communication. Explain briefly each of them.
- Q7)* Briefly explain the essentials of effective Written Communication.
- Q8)* Explore the conditions/situations, which are highly suitable to non-verbal communication.
- Q9)* List factors, which affect listening significantly.
- Q10)* Draft a supplier's reply to the customer who has asked for information regarding the dispatch of computers.
- Q11)* Draft a Tender Notice as regards to the procurement of a software as desired by you.
- Q12)* Place an order with a large manufacturing company for 6000 fountain pens. Give suitable inducements to make the seller give you a concession/discount.
- Q13)* Draft a representation letter to your head office seeking permission to organize a training programme for your branch employees on customer care.

