

Roll No.

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D - 38

[2037]

(BCA -105) (Semester - 1st)

COMMUNICATION SKILLS (Business Communication)

(B.Sc.(IT) - 101) (Semester - 1st)

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.

