

Roll No.....

Total No. of Questions : 13]

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Paper ID [A0205]

(Please fill this Paper ID in OMR Sheet)

BCA (105) B.Sc. (IT-101) (S05) (Old/ New) (Sem. - 1st) COMMUNICATION SKILLS (BUSINESS COMMUNICATION)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

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

Section - A*(15 × 2 = 30)***Q1)**

- a) How is corporate communication different from general communication?
- b) How can grapevine be tackled effectively?
- c) Define communication.
- d) What is the significance of feedback ?
- e) Discuss encoding and decoding?
- f) Why is coherence essential for any communication?
- g) "Silence is an effective type of non-verbal communication." Explain.
- h) What are the advantages of written communication over oral communication?
- i) Define listening.
- j) What are the different types of listening?
- k) What are the essentials of a good classified advertisement?
- l) What are the features of a public notice?
- m) What points should be included in a purchase order?
- n) What factors should be kept in mind during comprehension of a passage?
- o) "A job application letter is a sales letter." Discuss.

Section - B**(9 × 5 = 45)**

- Q2)** Discuss the importance of communication.
- Q3)** Write a detailed note on formal communication.
- Q4)** What is grapevine? What are its benefits and drawbacks?
- Q5)** Discuss organizational, and socio-psychological barriers.
- Q6)** Discuss the essentials of effective communication.
- Q7)** What are the different types of written communication?
- Q8)** “Non-verbal communication is more effective than verbal communication.”
Comment.
- Q9)** What are the various barriers to listening?
- Q10)** Draft a job application for the post of an Accounts Officer in a leading MNC, as advertised in a leading national daily.
- Q11)** Place an order with Usha Sewing Machines for ten sewing machines. Inform the supplier that the machines are urgently needed by some of your valuable customers. Specify the mode of transport and mode of payment.
- Q12)** You have found a wristwatch in your college canteen. Prepare a notice for the same to be put up on the college notice-board.
- Q13)** On behalf of Jalandhar Corporation invite tender notice for the repair of a road. Invent all necessary details.

