

Roll No.

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Paper ID [A0205]

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**BCA (105) (Old / S05) (Sem. - 1st)
B.Sc. - IT (101) (New) / DCA (103) (New)
COMMUNICATION SKILLS IN ENGLISH
(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) What is grapevine?
- b) Discuss linguistic barriers to communication.
- c) What are the different types of communication?
- d) "Communication is a two-way process." Comment.
- e) Explain the different types of noise in communication process.
- f) Distinguish between hearing and listening.
- g) What is kinetics?
- h) Discuss the importance of non-verbal communication.
- i) "Written communication is indispensable for any office." Explain.
- j) "Brevity is required for effective communication." Agree or disagree, with reasons.
- k) What is the significance of letter-writing in modern business?
- l) How is a tender notice different from an auction notice?
- m) What are the essentials of a good job application letter?
- n) "Structure for an official letter is same as a personal letter." Comment.
- o) How is planning important for any correspondence?

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Section - B**(9 × 5 = 45)**

- Q2)** Discuss informal communication in detail.
- Q3)** Explain the process of communication.
- Q4)** Discuss the significance of communication in business organizations.
- Q5)** What are the various barriers to communication?
- Q6)** Explain the 7 Cs of effective communication.
- Q7)** Define written communication. Explain the various objectives of written communication.
- Q8)** Discuss the various types of non-verbal communication.
- Q9)** What are the different effective listening skills?
- Q10)** You need a PRO for your organization. Prepare an advertisement regarding the same to be inserted in classified columns of a newspaper.
- Q11)** Write a letter to the editor on evils of street-begging.
- Q12)** You have a two-bedroom apartment lying vacant. Prepare a classified advertisement (To-let), mentioning all details.
- Q13)** Issue a public notice on behalf of the Union Bank of India shifting their office to another location.

