

Roll No. ....

Total No. of Questions : 7

Total No. of Pages : 02

BCA (Sem.-1st)

COMMUNICATION-I

Subject Code : BSBC-101 (2011 Batch)

Paper ID : [B1107]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

**SECTION-A**

**(10 × 2 = 20 Marks)**

1. Write short notes on the following :

- (a) What is non-verbal communication ?
- (b) Explain the types of business communication.
- (c) Define communication.
- (d) What are the disadvantages of group discussion?
- (e) What is the difference between hearing and listening ?
- (f) Mention any two aspects that need to be taken care of while writing a business letter.
- (g) Give a few advantages of effective writing.
- (h) What are the advantages of feedback in communication ?
- (i) What are the advantages of effective speaking ?
- (j) What is advertisement ?

**SECTION-B**

**(4 × 10 = 40 Marks)**

2. (a) Define the barriers of communication. Also explain the ways to handle the barriers to improve the communication process.
- (b) Explain the importance of business communication.

3. Explain how reading and writing skills affect the communication process?
4. Do as directed :
  - (a) The mother said to her daughter, "I don't like your behavior". (Change in Indirect Narration)
  - (b) I will resume duty tomorrow. (Change the sentence in negative).
  - (c) We are not late for dinner. (Rewrite the sentence in singular).
  - (d) The Sun is shining brightly. (Fill in the blank with 'a', 'an' or 'the').
  - (e) He is more learned than I. (Correct the sentence).
  - (f) They enjoyed very much. (Use the correct pronoun).
  - (g) Expand SENSEX.
  - (h) Expand ISRO.
  - (i) Expand WHO.
  - (j) Explain creative writing.
5. Write a job application letter to a TCS company applying for the post of Executive Engineer.
6. (a) Discuss, with examples, the various barriers to effective listening.  
(b) Elaborate the role and advantages of audio visual aids in oral presentation.
7. Explain various types of communication. Also discuss the importance of effective communication for an engineer.