

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BCA (Sem.-1) (2011 & 2012 Batch)

**COMMUNICATION-I**

Subject Code : BSBC-101

Paper ID : [B1107]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

**1. Write briefly :**

- i. What is descriptive writing?
- ii. Write two advantages of listening.
- iii. What are semantic barriers?
- iv. What is stage fright?
- v. What is paralanguage?
- vi. What is Kinesics and Chronemics?
- vii. What is argumentive writing?
- viii. What is Paraphrasing?
- ix. What is hearing?
- x. Distinguish between horizontal and vertical communication.

## SECTION-B

2. a. Explain expository writing with a suitable example.  
b. What are the main features of effective communication?
3. Explain the physical and psychological barriers in communication process.
4. a. Write a memorandum warning an employee against his habit of frequently visiting canteen during the office hours.  
b. "*E-mails are emerging as a very fast way of business communication.*"  
Do you accept this viewpoint?
5. a. How is Listening different from Reading, Writing and Speaking?  
b. Suggest guidelines for memo writing.
6. Write a letter to the seller ordering 20 LCD projectors for your educational institute.
7. What is the role of audio-visual aids in communication? What skill is required for handling questions related with presentation?