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Total No. of Pages: 02
Total No. of Questions: 07

BCA (Sem.-1st)
COMMUNICATION-I
Subject Code: BSBC-101
Paper ID: [B1107]

Time: 3 Hrs.**Max. Marks: 60****INSTRUCTIONS TO CANDIDATE:**

- (i) *Section –A, is Compulsory.*
(ii) *Attempt any four questions from Section-B.*

SECTION AQ 1. (2X10=20)

- a) What is creative writing?
- b) What is business communication?
- c) What is indirect speech?
- d) Explain the different parts of speech?
- e) What is a Email?
- f) What is advertisement?
- g) What are the characteristics of formal letter?
- h) Give a few advantages of effective communication in business house.
- i) Mention any two aspects that needs to be taken care of while preparing a good presentation.
- j) What is Non- verbal communication?

SECTION B**(4x10 = 40)**

Q 2. What is the process of effective communication? Explain the different barriers to communication and ways to handle and improve barriers?

Q 3. Write a formal letter of application for the job of a computer engineer in response to the following advertisement:

Position: Computer Engineer.

Job Profile: DBA, entry of information/ records.

Skills: Engineering in Computers, Good Typing speed flexibility to work in shifts.

Q 4. (a) Fill in the blanks choosing the most suitable word from the choices given:

5x1=5

- (i) You..... deposit your visa fees before you fill in the visa application.
(Might, have to)
- (ii) Now that the Secretary..... What she had to say we can ask for the reactions of the other member.
(completed, has completed)
- (iii) A new company must try to build its.....
(credibility, credulity)
- (iv) There were too many divergent views and it became difficult to..... consensus.
(arrive at, Create)
- (v) I feel that the whole department must responsibility for this mix-up.
(Take, receive)

(b) Change the voice.

5x1=5

- i) Harry ate six shrimp at dinner
- ii) Beautiful giraffes roam the savannah
- iii) Sue changed the flat tire
- iv) We are going to watch a movie tonight
- v) I ran the obstacle course in record time

Q 5. (a) Explain the purpose of presentation skills in business world. **5**

(b) Explain the importance of body language while delivering presentation. **5**

Q 6. Explain the importance of reading and writing skills and how writing skills can be improved through understanding and practicing.

Q 7. Write the importance of understanding the barriers to communication and ways to handle and improve communication barriers.

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