

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

BCA (2011 & Onwards)
B.Sc.(IT) (2015 Batch) (Sem.-2)
COMMUNICATION-II
Subject Code : BSIT/BSBC-201
Paper ID : [B1113]

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 :**

- a) What do you understand by encoding and decoding?
 - b) Define Upward Communication.
 - c) Discuss two advantages of face to face communication.
 - d) How does a fax machine work?
 - e) What are semantic barriers?
 - f) What is the difference between hearing and listening?
 - g) What is the role of visual aids in presentations?
 - h) What do you understand by non verbal communication?
 - i) What do you understand by Rewriting stage?
 - j) What is the role of effective presentation skills for the growth of business?
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SECTION-B

2. Discuss in detail the process of communication.
3. Discuss E-Mail as an instantaneous medium of communication. What are its advantages and disadvantages?
4. Draft an effective sales letter to promote a new brand of washing machine.
5. Discuss the format of project writing. Explain its essential elements briefly.
6. What is grapevine? Discuss its advantages and disadvantages.
7. Prepare the text of a CV to apply for the job of a computer programmer.

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