

BCA-206
B.C.A. II Year Examination, 2017

Paper-VI
(Business Communication)

Time : Three Hours
Maximum Marks : 100

PART - A (खण्ड-अ) [Marks : 20

Answer all questions (50 words each).

All questions carry equal marks.

सभी प्रश्न अनिवार्य हैं। प्रत्येक प्रश्न का उत्तर पचास शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART - B (खण्ड-ब) [Marks : 50

Answer *five* questions (250 words each).

Selecting *one* from each unit. All questions carry equal marks.

प्रत्येक इकाई से एक-एक प्रश्न चुनते हुए, कुल पाँच प्रश्न कीजिए।

प्रत्येक प्रश्न का उत्तर 250 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART - C (खण्ड-स) [Marks : 30

Answer any *two* questions (300 words each).

All questions carry equal marks.

कोई दो प्रश्न कीजिए। प्रत्येक प्रश्न का उत्तर 300 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART-A

UNIT-I

1. What do you mean by encoding ?
2. What is grapevine ?

UNIT-II

3. How memos are different from letters ?
4. What do you mean by sale letters ?

UNIT-III

5. What do you mean by statutory reports ?
6. What do you mean by prefix and suffix ?

UNIT-IV

7. What do you mean by posture and gesture in effective presentation ?
8. Discuss Ego as a barrier of effective listening.

UNIT-V

9. What do you mean by collective bargaining ?
10. What executive summary contains ?

PART-B

UNIT-I

1. What do you mean by non verbal communication ?

Discuss the limitations of non verbal communication. 3+7

2. What do you mean by channels of communication ?
Discuss written paperless communication channels in detail? 3-7

UNIT-II

3. Discuss various parts of business letters with an examples. 10
4. What do you mean by bad News Letter ? How bad news letters are written ? Explain with example of letter for complaint against defective goods. 2+3+5

UNIT-III

5. What do you mean by short report ? How short reports are prepared ? Explain with example. 2+4+4

6. What do you mean by adverbs ? Discuss common problems of language with regards to verbs and adverbs.

3+7

UNIT-IV

7. What is sales presentation ? How sales presentation is prepared ?

3+7

8. What do you understand with listening process ? Discuss in detail types of listening.

3+7

UNIT-V

9. Discuss the terms VC, Resume and Bio data. Prepare one page resume for software engineer ?

5+5

10. What do you understand by effective power point presentation ? What factors you would consider for preparing effective power point presentation ? 4+6

PART-C

UNIT-I

1. What is meant by mis-communication ? Discuss semantic barriers in detail ? 5+10

UNIT-II

2. What do you mean by persuasive letters ? Why such letters are written ? Discuss collection letters with a hypothetical example. 3+5+7

UNIT-III

3. What do you mean by report ? Discuss in detail steps in preparation of report. Discuss various parts of formal report. 3+6+6

UNIT-IV

4. What do you mean by oral presentation ? Discuss the objectives and process of oral presentation. 3+6+6

UNIT-V

5. What do you mean by negotiation ? Discuss key preparations which you are required to do before attending business negotiation meeting. 5+10