

Roll No.

BCA-104(N)

B. C. A. (First Semester) EXAMINATION, Dec., 2013

(New Course)

Paper Fourth

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 75

Note : Section A is compulsory. Attempt any seven questions from Section B and one question from Section C.

Section – A

1. "Net-working has helped to bring the world closer."
Comment. 16

Section – B

7 each

2. Write in brief about the various barriers in communication.
3. "Distance is not a problem for oral communication, to-day."
Comment briefly.
4. What are the principles of good listening ?
5. How electronic media has reduced the problem of hand-written correspondence and those of recording data/information ?
6. What are the characteristics of a good business letter ?

P. T. O.

7. Why is it necessary to follow a particular pattern for report writing ?
8. What are the advantages of video-conferencing ?
9. How information technology with electronic media helped in saving time, stationery, repetition, pasting and in recording ?
10. Write the difference between the following :
 - (i) Group Discussion and Meeting
 - (ii) Circular and Memorandum
 - (iii) Sales Order and Proposal
11. Define the following :
 - (i) Social network
 - (ii) CCTV
 - (iii) Press Conference
12. What is the difference in structure, in matter and in style between a personal letter and business letter ?

Section - C

10

13. How has electronic media made the business communication more reliable and time-saving ?
14. What does multi-media provide through electronic communication ?