

Roll No. ....

## BCA-104 (N)

### B. C. A. (First Semester) EXAMINATION, Dec., 2014

(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

16

1. What is the difference between formal and informal reports ? Make a detailed structure of a report on “clean city, green city” as a part of an environment project dealing with metro cities.

#### Section—B

7 each

2. “Communication is a two-way process.” Explain with the help of a proper diagram.
3. What is the role of 7C’s of communication in business correspondence ?
4. Explain the purpose and features of writing effective sales letter.
5. “Listening skills are important for good communication skills.” Elaborate.

[ 2 ]

6. How is tele-conferencing different from face-to-face conversations ?
7. How can oral conversations in group discussions and meetings lead to desired business decision-making.
8. Draft a business letter for General Manager, Modern Furnitures, Agra Cantt, placing an order of 50 office desks and 120 office chairs required for a newly established office building People's Bank, Hazratganj, Lucknow.
9. State differences between the following :
  - (a) Radio recordings and public address system.
  - (b) e-Mails and SMS
  - (c) Demonstration and Dramatization
10. Write short notes on the following :
  - (a) Circulars and notices
  - (b) Structure of business letters
  - (c) Analytical reports
11. How does management make effective use of grapevine communication ?
12. Write a cover letter against an advertisement in Times of India for the post of Systems Manager required in ABC Telecommunications. Invent necessary details.

**Section—C**

10 each

13. "Internet and electronic media has changed the perspective of business networking." Comment.
14. What are organizational barriers of communication and state the factors to eliminate these barriers ?

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