

Roll No.....

BCA-S104(N)

B.C.A. (Semester-First) Examination– 2011

Paper-Fourth

Business Communication

Time: Three Hours]

[Maximum Marks: 75

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

Section-A

1. "Communication is necessary to live." Comment on this statement. (16)

Section-B

2. Name the barriers in communication. (7)
3. What are the essentials of good communication? (7)
4. Name the principles of good listening. (7)
5. What are the characteristics of an effective speech? (7)
6. Write the advantages of writing over oral communication. (7)

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7. What is the difference between hand-written and electronic writing process? (7)
8. Name the essential parts of Report. (7)
9. What are the main informations given in an application for job? (7)
10. Define multi-media (7)
11. Write the advantages of tele-conferencing. (7)

Section-C

12. Give the layout of a business letters. (10)
13. What are the advantages of inter-net? (10)