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University

BCA-206

B.C.A. (Second Year) EXAMINATION, 2018

Paper VI

BUSINESS COMMUNICATION

Time allowed : 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 50 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 question from each Unit.

All questions carry equal marks.

प्रत्येक इकाई से एक प्रश्न चुनते हुए, कुल पाँच प्रश्न
कीजिए। प्रत्येक प्रश्न का उत्तर 250 शब्दों से अधिक न

हो। सभी प्रश्नों के अंक समान हैं।

P.T.O.

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. (i) What do you mean by decoding ?
- (ii) What is non-verbal communication ?

Unit II

- (iii) What is persuasive letters ?
- (iv) What are demerits of written communication ?

Unit III

- (v) What do you mean by academic report ?

(vi) What do you mean by report writing ?

Unit IV

(vii) What do you mean by art of listening ?

(viii) Discuss disadvantages of oral communication.

Unit V

(ix) What are the different types of negotiators ?

(x) List types of applications ?

Part B

Unit I

2. "Why is informal always a part of organizational communication ?" Explain with its importance. 10

3. Which one is better way of communication, written or oral ? Support your answer with strong arguments. 10

Unit II

4. Write a letter to the Editor of The Times of India pointing out the wrong misprint of the profit figures of your company in the last quarter and asking him to correct the figure. 10
5. What do you mean by written communication ? What are the objectives of written communication ? 3+7

Unit III

6. What do you mean by report ? Discuss in detail how reports are drafted ? 3+7
7. Discuss the importance of choice of words in written communication. Also discuss language related common problems which are usually observed in written communication. 3+7

Unit IV

8. What do you mean by Art of Interviewing ? Discuss factors to be considered for interviewing. 3+7

9. What is the importance of meetings in problem solving ?

Discuss various types of meetings in detail. 3+7

Unit V

10. What do you understand with distribution of time in project presentation ? Discuss with taking a hypothetical example. 10

11. Discuss the skills required negotiate. List the factors that can influence negotiation. 5+5

Part C

12. Discuss communication models and theories in detail. 15

13. What do you mean by business letters ? Discuss various types of letters in detail. 5+10

14. What are various types of report ? Discuss in detail essentials for good report writing. 7+8

15. Discuss in detail principles of good listening.

What is the importance of such listening in communication ?

7+8

16. What do you mean by Negotiation ? Discuss negotiation process in detail.

5+10