

Roll No. ...324835.....

Total Pages : 4

BCA-206

B.C.A. (Second Year) Examination, 2019

BUSINESS COMMUNICATION

Paper-VI

Time Allowed : Three Hours

Maximum Marks : 100

PART-A

[Marks : 20

Answer all questions (50 words each).

All questions carry equal marks.

PART-B

[Marks : 50

Answer five questions (250 words each), selecting **one** question from each Unit. All questions carry equal marks.

PART-C

[Marks : 30

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

All questions carry equal marks.

BCA-206/420/1,320

P. T. O.

PART-A

1. Answer the following questions :

- (i) What does the term Informal Communication mean ?
- (ii) Define the Communication.
- (iii) What does the term Business Message mean?
- (iv) What do you mean by Sale letters ?
- (v) Define a Report.
- (vi) Write any two differences in between Business Report and Academic Reports.
- (vii) Write any four channels of effective Communication.
- (viii) Define the Interview.
- (ix) Define the Resume.
- (x) Write any two disadvantages of Project Presentation.

PART-B

UNIT-I

2. Write a short note the seven Cs of Communication.
3. Write a short note on the Barriers of Effective Communication.

UNIT-II

4. Write a short note on Planning a Business message.
5. Imagine that you are a Sales representative of a Fast Food Restaurant write an offer letter to the HRD Manager of a Company to offer him your best offers for the employees of his company.

UNIT-III

6. Write a short note on the importance of language skills in writing a report.
7. Write a press report on the ongoing Youth festival in your college.

UNIT-IV

8. Write a short note on Good Listening.
9. Write a short note on the Advantages and Disadvantages of Meeting.

UNIT-V

10. Write a Job application for the post of HRD Manager in a Multinational Company.

11. Write a short note on Business Negotiation.

PART-C

12. Write an essay on the importance of effective Communication.

13. Write a Persuasive Letter that makes a charitable request to help the slum dwellers of your area.

14. "India and Pakistan—Can we ever be friends?" Write a Report analyzing past trends.

15. Write an essay on the art of Interview.

16. Write an essay on Project Presentation.