



END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER 2007

Paper Code: BCA103

Subject: Business Communication

Paper Id: 20103

Batch: (2005-2007)

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions including Q.1 which is compulsory. All questions carry equal marks.

- Q1 Why communication is considered important for the growth and success of an organization? Discuss elements, type and problems in use of communication, with an example.
- Q2 Communication is the basic need for survival and growth not only of organizations and societies but even people. Give your comments on the statement and explain use of any one of the following:-
- (a) Report writing
 - (b) Presentation
- Q3 Human beings often interact first either using written communication and follow up by oral communication and vice versa. Discuss the importance and effective use of the principles of written/oral communication in any one of the following:-
- (a) Interviews
 - (b) Project Proposal
- Q4 Negotiations are necessary to arrive at an agreement and resolve issues. Discuss use and influence of negotiations in any one of the following:-
- (a) Bargaining in a project
 - (b) Finalising a proposal
- Q5 Give your views and comments on any one of the following:-
- (a) Language skills and choice of words
 - (b) Essentials of good communication
- Q6 Discuss with example any one of the following:-
- (a) Use of presentation aids and planning a presentation
 - (b) Formatting and highlighting key topics/words in a communication
- Q7 Write short notes on any one of the following:-
- (a) Communication models and approaches
 - (b) Verbal and Non-Verbal communication
- Q8 Write short notes on any one of the following:-
- (a) Factors effecting Business Communication
 - (b) Planning and organizing a meeting
