

(Please write your Exam Roll No.)

Exam Roll No. 0086012008

# END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER-2008

Paper Code: BCA103

Subject: Business Communication

Paper Id: 20103

(Batch: 2005-2008)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all question. Q.1 is compulsory. Internal choice is indicated.

- Q1 Explain **any five** of the following:- (5x5=25)
- (a) The seven C's of communication.
  - (b) Basic format and layout of a report.
  - (c) Merits of a written communication.
  - (d) Advantages and disadvantages of a meeting.
  - (e) Principles of good listening.
  - (f) Importance of bargaining and agreement in a business negotiation.
- Q2 What do you mean by communication? How do you account for the growing importance of communication? (12.5)
- OR
- What are the channels of communication? Discuss formal and informal communication in detail. (12.5)
- Q3 What important points are to be kept in mind while drafting a report? How are business reports different from academic reports? (12.5)
- OR
- What are the features of an office memorandum? Describe the layout of a sales and a business letter. (12.5)
- Q4 Discuss the essential features, types and styles of an interview. (12.5)
- OR
- What important points are to be contained in the form and content of a job application? Also, mention the basics in the preparation of a resume. (12.5)
- Q5 Define negotiation. What skills are needed for a successful business negotiation? (12.5)
- OR
- Describe the entire negotiation process in detail. (12.5)