

# END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER-2009

Paper Code: BCA103

Subject: Business Communication

Paper Id-20103

Time : 3 Hours

Maximum Marks :75

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

Q1 Write short notes on **any five** of the following: (5x5=25)

(a) Significance of communication.

(b) Seven Cs of communication.

(c) Planning business messages.

(d) Kinds of meetings

(e) Office memorandum

(f) Importance of listening

Q2 Explain the entire process of communication emphasizing on each element involved in the process. (12.5)

OR

Discuss the various barriers which hamper the smooth flow of communication. (12.5)

Q3 What is a business report? Elaborate upon the layout of a standard business report. (12.5)

OR

Discuss the objectives of written communication. Also, mention its merits and demerits. (12.5)

Q4 'Interviewing can be rightly called an art'. Comment. (12.5)

OR

'The ability to listen well is quite as important as the ability to speak well'. Comment on the statement and explain the principles of good listening. (12.5)

Q5 What is the purpose of holding meetings? Discuss the various types of meetings. (12.5)

OR

Define negotiation and explain the entire process involved in negotiation. (12.5)