

(Please write your Exam. Roll No.)

Exam. Roll No. 04521402010

END TERM EXAMINATION

FIRST SEMESTER (BCA) - DECEMBER 2010

Paper Code : BCA - 103

Subject : Business Communication

Paper ID : 20103

Time : 3 Hours

Maximum Marks : 75

Note : Attempt any Five questions. All questions carry equal marks.

- Q. 1. Communication is a key to success in all walks of life. Describe the benefits of communication with use of **any one** of the following : (15)
- (a) Written and Oral communication
- (b) Seven Cs of communication
- Q. 2. Projects are essential for growth of business. Describe use of **any one** of the following projects : (15)
- (a) Negotiation and presentation
- (b) Planning and review
- Q. 3. Manpower is needed to run and manage activities. Explain the use of communication in **any one** of the following : (15)
- (a) Manpower selection and recruitment
- (b) Interview and appointment
- Q. 4. In many cases written communication is a preferred method of communication. Describe the use and benefits of written communication in **any one** of the following with example : (15)
- (a) Job application
- (b) Proposal making

Q. 5. Negotiations are needed to resolve differences and key issues. Explain the process, skills and preparations required for the success in **any one** of the following : (15)

- (a) Commercial contracts
- (b) Conflict resolution .

Q. 6. Write a short note on **any one** of the following : (15)

- (a) Planning and reporting in a meeting
- (b) Use of language and tools in communication

Q. 7. Write a short note on **any one** of the following : (15)

- (a) Communication channels
- (b) Use of Presentation aids in a lecture

