

Paper Id:

206104

Roll No:

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MCA (Integrated)
(SEM I) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note:** Attempt all Sections.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What do you understand by decoding?
 - b. Why should upward communication be encouraged?
 - c. Define grapevine communication.
 - d. What is Dictaphone?
 - e. Distinguish between unified and coherent writing.
 - f. State block form of layout of business letter.
 - g. Why do we need to write resume?

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. Explain the organizational and personal barriers to communication.
 - b. Discuss principles of effective oral communication.
 - c. Describe various kinds of writing.
 - d. Explain the layout of a commercial letter with the help of specimen.
 - e. What points must be kept in mind while writing an application letter?

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Define communication and explain the objectives of communication in business.
 - (b) Explain the seven Cs of effective communication.

- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Describe the techniques of effective speech.
 - (b) What is meant by rumour? How should the management deal with rumour?

- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) Write some important characteristics of effective writing in business.
 - (b) Describe the principles of effective writing.

- 6. Attempt any one part of the following: 7 x 1 = 7**
- (a) Explain the essential parts of good business letter.
 - (b) Discuss the significance of business letters. Explain various kinds of letters which affect our life.

- 7. Attempt any one part of the following: 7 x 1 = 7**
- (a) Write an application letter for the post of Software Engineer addressed to the Human Resource Manager of Rajan Enterprises, Delhi, in response to the advertisement in a newspaper.
 - (b) Write notes on the following:
 - i. Body of the letter (ii) Subscription
 - iii. Post script (iv) Enclosure