

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

BCA (Sem. - 1st)

COMMUNICATION - I

SUBJECT CODE : BSBC - 101 (2011 & Onward)

Paper ID : [B1107]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section A is compulsory.
- 2) Attempt any four questions from Section B

Section - A

(10 × 2 = 20)

Q1)

- a) What is direct communication
- b) What is speech?
- c) What is tender?
- d) Write two advantages of effective ppt.
- e) Explain types of business communication.
- f) What is E-mail?
- g) Write two remedies to improve listening barriers.
- h) Give two advantages of effective business communication
- i) Mention any two aspects that needs to be taken care of while preparing a good presentation.
- j) Explain the importance of body language while delivering presentation.

Section - B

(4 × 10 = 40)

- Q2)**
- a) What is the importance of listening as an individual, as a leader and as a worker?
 - b) Write a letter of application along with your Curriculum Vitae (CV) for the job in response to the following advertisement:
Position: Lab assistant.
Job description: Attending telephone calls, answering enquiries of guest
Requirement: Graduate in Humanities, good communication skill, fluency in English, Hindi.

- Q3)** Assume that you are working with ABC Company which manufactures pens. And you have to advertise the pens for the company. For that please write what is required for effective advertisement and what is the most popular media for advertising?
- Q4)** Define communication barrier? List atleast five communication barriers and briefly discuss them.
- Q5)** a) Fill each space with one of the words in its right form.
- i) The earth is the member of the solar _____because it moves round the sun.
 - ii) The gas at the centre of Jupiter is very _____.
 - iii) Jupiter is a _____planet and much bigger than the earth.
 - iv) The_____of a circle passes through the centre.
 - v) Astronomers use _____to examine the stars.
 - vi) All the _____go round the sun in the same direction.
- (Tremendous, telescope, system, dense, planet, diameter)
- b) Change the voice:
- i) Mom read the novel in one day
 - ii) The critic wrote a scathing review
 - iii) I will clean the house every Saturday
 - iv) The staff is required to watch a safety video every year
 - v) She faxed her application for a new job.
 - vi) Tom painted the entire house.
 - vii) I ran the obstacle course in record time.
- Q6)** Assume that you have bought a ceiling fan from the company USHA Fans Ltd. The *Fan* has been working very well. For the past two days the fan is rotating at *slow* speed even at the maximum number in the regulator. Write a formal complain letter to the USHA Company.
- Q7)** What should be the criteria for preparing a power point presentation. Explain giving examples of body language in delivery of the presentation.

