

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc (IT) (2015 Batch) / BCA (2011 & Onward) (Sem.-1)

COMMUNICATION – I

Subject Code : BSIT/BSBC-101

Paper ID : [B1107]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.**

SECTION-A

1. Write briefly :

- a) Salient features of a business advertisement.
- b) Barriers to listening skill's development.
- c) Significance of sequencing a speech.
- d) Variety in sentence structure.
- e) Importance of conciseness in communication.
- f) Relevance of knowledge of the culture of communication receiver.
- g) Core characteristics of a Notice.
- h) Importance of horizontal communication.
- i) Difficulties of upward communication.
- j) Significance of right body language during presentation.

SECTION-B

2. Define parts of speech, with examples.
3. Write a detailed note on types of communication and elucidate their relevance.
4. List steps of preparation of presentation and also highlight its importance in an organisation.
5. Discuss importance of writing skills and also list steps for improvement of this skill.
6. Explain what is non verbal communication and also discuss its importance in a business house.
7. Elucidate, in a long note, barriers to communication and explain how they can be overcome effectively.