

OD-23004

Total Page No. : 2]

[Roll No.]

B.C.A. Ist Semester Examination, 2023-24

BUSINESS COMMUNICATION

Paper : BC-104

Time : 2 Hours]

[Max. Marks : 70

Note : Attempt any *five* questions. All questions carry equal marks.

1. (a) "Communication means the process of passing information and understanding from one person to another." Explain.
(b) Explain the barriers arising in the communication process.
2. (a) What are the principles of effective communication? Elucidate.
(b) What is the importance of communication in business?
3. (a) Distinguish between Formal and Informal communication.
(b) Distinguish between Verbal and non-verbal communication.

4. Write a short **note** on any *four* of the following :

- (a) Group Discussion
- (b) Oral Communication
- (c) Video Conferencing
- (d) PowerPoint Presentation
- (e) E-Mail

5. (a) Describe the various uses of Internet in communication.

(b) Explain Maslow's hierarchy theory of motivation

6. (a) Explain the concept of Personality.

(b) What are the factors influencing personality?

7. (a) What are the different forms of written communication used in organization?

(b) What is the Full Blockformat in letter writing? Explain your answer with example.
