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[Roll No. ....

**OD-2483**

**B.C.A. Ist Odd Semester  
Examination 2024-25**

**BUSINESS COMMUNICATION**

**Paper : IV (BCA-104)**

**Time : 2 : 30 Hours]**

**[Max. Marks : 70**

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

Q. 1. Attempt the following : [7×2=14]

- (a) What is Business Communication ? Explain features and importance of business communication ?
- (b) What are the communication skills that are needed for a successful manager ? Explain with examples.

Q. 2. Attempt following : [7×2=14]

- (a) Explain in detail different types of project report.
- (b) Explain in brief barriers to communication.

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[7×2=14]

Q. 3. Attempt following :

- (a) Explain in brief the process of communication.
- (b) What is an effective communication ? Discuss general principles of effective communication.

[7×2=14]

Q. 4. Attempt following :

- (a) Explain 7 C's of Communication.
- (b) What are the qualities of Good Report ? Explain.

Q. 5. Attempt all from the following : [7×2=14]

- (a) "Communication is two way process". Explain in this context the elements of communication process. <https://www.sdsuvonline.com>
- (b) What is written Communication and Oral communication ? Briefly explain.

Q. 6. Write short notes on any *four* : [3.5×4=14]

- (a) Grapevine communication
- (b) Upward and Downward Communication.
- (c) Scalar Chain
- (d) Video Conferencing

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Q. 7. Attempt following :

[7×2=14]

- (a) Explain in detail various types of listening ?
- (b) Explain in brief various networks of communication.

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