

Roll No. !

S-504

B.C.A. Ist Semester Examination, 2021-22

Paper – IV

[Business Communication]

Paper Code- BC-154

Time : 2:30 Hours]

[Maximum Marks : 70

Note : Attempt any five question. All question carry equal marks.

1. (a) Discuss the importance of Communication. 7
(b) Write a detailed note on formal and informal communication. 7
2. (a) What are the advantages of written communication over oral communication? Also define listening. 7
(b) What are different types written Communication? 7
3. (a) What are the features of public notes? Discuss the essential of a good classified advertisement. 7
(b) Explain the barriers of oral communication. 7
4. (a) "Non-verbal communication is more effective than verbal communication." Comment. 7
(b) What is grapevine? What are its benefits and drawbacks? 7

5. (a) What is the concept of motivation? Differentiate between Herzberg and Maslow with suitable examples. 7
(b) Write short note-
Skill required for effective presentation and public speaking. 7
6. (a) Discuss the essentials of effective communication comment. 7
(b) Why is coherence essential any communication? 7
7. (a) Define the following: 7
(i) Reading skills
(ii) Creative writing
(b) What is advertisement? Explain formal letter. 7

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