

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[4968]-1004

B.C.A. (Sem. I) EXAMINATION, 2016

BUSINESS COMMUNICATION

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— All questions are compulsory.

1. Define communication. Explain in detail objective and process of communication.

Or

Define Verbal and Non-verbal communication. Distinguish between verbal and non-verbal communication. [16]

2. What is Art of Listening ? Explain in detail principles of good Listening.

Or

What is Business correspondence ? Explain need and functions of Business Correspondence. [16]

3. (a) Write an enquiry letter to Jain plastic manufacturing Ltd., Jalgaon, on behalf of Hrithik Crystal House, Buldhana, stating that they purpose to purchase plastic articles for resale purpose.

P.T.O.

Or

Draft a sales letter on behalf of the Daily Maic Departmental Stores, Madras, announcing the introduction of color printer. [8]

- (b) Draft an Auditor's report to the Shareholders of Bhosari Trading Company, Ltd., Chinchawad.

Or

Draft Notice and Agenda for the first meeting of Directors by Siddhanath Electronics Mfg. Co. Ltd. Mumbai. [8]

4. What is Interview ? Explain in detail interview skills.

Or

What is Job application ? Which point to considering while drafting job application. [16]

5. Write short notes on (any *four*) : [16]

- (a) Techniques of effective speaking
- (b) Layout of Business letter
- (c) Limitation of Telegrams
- (d) Merits of Voice mail
- (e) Principles of effective communication
- (f) Social Media.