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M.C.A. (Commerce Faculty) (First Semester) EXAMINATION, 2016

BUSINESS COMMUNICATION

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 50

N.B. :— (i) *All questions are compulsory.*

(ii) *Figures to the right indicate full marks.*

1. What is communication ? State the importance of communication. [14]

Or

What is grapevine ? Explain the various types or patterns of grapevine.

2. What is listening ? Explain the barriers of listening. [14]

Or

What do you mean by interview skill ? Explain the various types of interview.

3. (A) Swaroop Stores, a dealer in cosmetics, wish to place an order with Unique Boutique Products, Manufactures of herbal cosmetic items for fresh suppliers. Write a letter of order for them mentioning that the goods should be sent by passenger train, carriage forward, to New Delhi. Mention also the method of payment. [7]

P.T.O.

Or

- (A) Explain the following with suitable examples : [7]
(a) Noun
(b) Pronouns
(c) Adjective.

- (B) Prepare a specimen of resume. [7]

Or

- (B) Explain the various moders of social media. [7]

4. Write short notes on (any *two*) : [8]

- (a) Physical barriers to communication
(b) Memo
(c) Internet
(d) Group discussion.