

265054

BCA-206

B.C.A. Second Year Examination, 2013

B.C.A.

PAPER-VI

BUSINESS COMMUNICATIONS

Maximum Marks : 100

SECTION-A

खण्ड-अ

Marks : 50

Time : 1½ Hours

Candidates are required to first answer the Section-A (Multiple Choice Questions) by marking correct choice on OMR Sheet in prescribed time. All questions are compulsory and carry equal marks. There is no negative marking for wrong answers. सर्वप्रथम खण्ड अ के सभी वस्तुनिष्ठ प्रश्नों के उत्तर ओ. एम. आर. शीट में परीक्षार्थी को निश्चित समय में देने हैं। सभी प्रश्न अनिवार्य एवं समान अंक के हैं गलत उत्तर का ऋणात्मक मूल्यांकन नहीं किया जायेगा।

SECTION-B

खण्ड-ब

Marks : 50

Time : 1½ Hours

After depositing O.M.R. Sheet of Section-A with invigilator, the candidate are required to answer one question from each unit (each question in 250 words) in a separate answer-book provided to them. All questions carry equal marks. Attempt one question from each unit.

खण्ड अ की ओ. एम. आर. शीट पर्यवेक्षक को जमा कराने के पश्चात् परीक्षार्थी खण्ड ब के प्रत्येक इकाई से एक प्रश्न का उत्तर दी गई उत्तरपुस्तिका में देंगे। प्रत्येक प्रश्न का उत्तर लगभग 250 शब्दों में दिया जाना है एवं सभी प्रश्नों के अंक समान हैं। प्रत्येक युनिट से एक प्रश्न करना अनिवार्य है।

SECTION-A

UNIT-I

50. The five  
(A) Cla  
(B) Cla  
(C) Cla  
(D) No

1. Discuss

2. Explain

3. "Write

4. (a) D  
(b) V

5. Explain

6. Before  
with th

7. Explain  
(a)  
(b)

8. Explain

9. Discuss

10. How  
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1. Which of the following is (are) the example of public(s) that organizations communicate in external communication ?  
(A) Consumer (B) Government Agencies  
(C) Stockholders (D) All of the above
2. Which of the following lists represents the common barriers to communication ?  
(A) Linguistic, cultural, physical, perceptual, experimental and emotional  
(B) Linguistic, conceptual, psychological, perceptual, experimental, verbal and emotional  
(C) Linguistic, cultural, psychological, perceptual, experimental, nonverbal and economic  
(D) None of them
3. Selective perception is :  
(A) Barrier of communication (B) Amongst 7c's of communication  
(C) Mode of communication (D) Types of interview
4. Informal communication is :  
(A) Flexible (B) Not flexible  
(C) Rigid (D) None of them
5. Which of these is not a part of communication :  
(A) Sender (B) Receiver  
(C) Noise (D) Cost
6. Downward communication is :  
(A) Process of communication (B) Emotion  
(C) Essential for communication (D) Direction of communication
7. Which of the following is a communication barrier that often exists between people?  
(A) Deadlines (B) Differences in perception  
(C) Incorrect choice of medium (D) Inadequate communication structure
8. What is an example of downward communication :  
(A) Notice (B) Circulars  
(C) Letters (D) All of the above

- e with,
9. The communication which is a solid base for taking action against a party :
- (A) Oral communication (B) Written communication  
(C) One way communication (D) Telephonic communication
10. In formal communication; secrecy :
- (A) Can be maintained (B) Cannot be maintained  
(C) Cannot be supported (D) None of these

UNIT-II

- al  
mical
11. Which of the following is not a guideline for courteous writing ?
- (A) Respond late (B) Exclude irritating expressions  
(C) Include meaningful apologies (D) Omit discourteous wording
12. The essential parts of a business letter are :
- (A) Subject line (B) Greeting  
(C) Complimentary close (D) All of them
13. Media of written communication is :
- (A) Telephonic (B) E-mail  
(C) Voice mail (D) All of the above
14. The writing strategy for a bad news letter conforms to the following pattern of organisation :
- (A) a buffer, an explanation, the bad news, a positive close  
(B) a buffer, the bad news, the reasons, a neutral close  
(C) the news, an explanation, a positive close and a contact number  
(D) All of the above
15. A written communication can be in the form of :
- (A) Letter (B) Memo  
(C) Circular (D) All of the above
16. 'Your sincerely' :
- (A) is a complimentary close in a business letter, and matches a formal salutation "Dear Mr. Jones"  
(B) is replacing 'your faithfully' to match the formal salutation 'Dear Sir' or 'Dear madam'  
(C) matches the salutation 'Dear' and the name of someone with whom you have never corresponded  
(D) is typed four lines below the last line of the letter

50. The fi  
(A) C  
(B) C  
(C) C  
(D) N

1. Discus

2. Explai

3. "Writt

4. (a) I  
(b)

5. Expla

6. Befor  
with t

7. Expla  
(a)  
(b)

8. Expl

9. Disc

10. How  
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17. Which is not one of the advantages of sending a memo ?

- (A) it provides a written record  
(B) it can replace personal interaction  
(C) the information it contains is part of organisational procedures  
(D) none of them

18. The person who attaches meaning to a message is called :

- (A) Sender (B) Encoding  
(C) Transmitter (D) Receiver

19. The sender analyzes the receiver's knowledge so that the sender can :

- (A) Avoid making a negative impression (B) Choose the approach to use in the me  
(C) Compose the message at the proper level (D) Emphasize receiver benefits

20. Which of the following is not a way to help generate ideas when writing ?

- (A) Brainstorming (B) Free writing  
(C) Guessing (D) Clustering

#### UNIT-III

21. Fill in the words in brackets as adverb. It's a ..... day today (terrible)

- (A) Terribled (B) Terrible  
(C) Terriblded (D) Terror

22. Fill in the words in brackets as adjaective this hamburger tastes ..... (awful)

- (A) awfully (B) awfuled  
(C) awful (D) none of the above

23. Which report section is intended to describe the purpose with a full statement of the rese  
question ?

- (A) Objectives (B) Appendices  
(C) Method (D) Results

24. Which of these is bad practice for a report ?

- (A) To state fieldwork dates and sample sizes  
(B) To use of title that is short and to the point  
(C) To have a contents page or another form of indexing  
(D) To include names of all respondents with contact details

25. The report is not :  
(A) A research proposal (B) Future secondary data  
(C) A basis for decision-making (D) tangible evidence of a research project
26. Form conditional sentence. He ..... my e-mail if he'd been online yesterday evening :  
(A) Will receive (B) Might receive  
(C) Received (D) Should have received
27. Your manager requests a report on the current state of development of a short-term project that you have been supervising. What type of report will you write ?  
(A) An incident report (B) A periodic report  
(C) A progress report (D) All of them
28. A formal report should contain :  
(A) Personal tone (B) Impression of professionalism  
(C) Improfessionalism (D) Non-analytical behaviour
29. Among the following words which is a word of suffix :  
(A) Denote (B) Downward  
(C) Re-statement (D) Recall
30. Among the following words which is a word of prefix :  
(A) Produced (B) Production  
(C) Reproduce (D) Productivity

#### UNIT-IV

31. Which of the following is not used in oral speaking style ?  
(A) Mostly long sentences (B) Personal pronouns freely  
(C) Active voice (D) Contractions often
32. Which of these situations cannot be discovered to help preparation before a presentation ?  
(A) The mood of the meeting (B) Reason for meeting  
(C) Room size (D) Audience size
33. At the time of interview, the interviewee should not give the clue :  
(A) Punctuality (B) Presence of mind  
(C) Negative Attitude (D) Positive Attitude

34. Meeting is an example of :
- (A) Oral communication (B) Written communication  
(C) Channel of communication (D) Barrier of communication
35. Communication is a :
- (A) 1 way process (B) 2 way process  
(C) upward process (D) downward process
36. Which of these is not a form of interview ?
- (A) Depth interview (B) Group interview  
(C) Stress interview (D) Feedback interview
37. Internal communication refers to :
- (A) e-mail communication  
(B) Letters from outsiders to people inside the organization  
(C) Exchange of information and ideas within an organization  
(D) Letters from insiders to people outside the organization
38. In Modern Era, the Barrier in listening is :
- (A) Internet (B) Social Get together  
(C) Good news letters (D) Mobile
39. Which one of the following is an important tip to become a better listener ?
- (A) Don't jump to conclusions (B) keep a closed mind  
(C) Talk while listening (D) Don't try to give feedback
40. In a large scale business unit, meetings are organised by :
- (A) Director (B) Chairperson  
(C) Manager (D) Supervisor

**UNIT-V**

41. Visual aids should be selected by carefully considering the :
- (A) Speaker and the message  
(B) Thesis of the speech and the size of the room  
(C) Audience and the purpose of the speech  
(D) Supporting material the reasoning and the claim

42. The resume type that showcases the job seeker's qualifications and skills is the :
- (A) Combination (B) Functional  
(C) Reverse-chronological (D) Scannable
43. A clear and concise statement of type of job you are seeking and the benefits the company will gain by hiring you is the definition of a :
- (A) Career objective (B) Heading  
(C) Personal statement (D) Personal summary
44. Which of the following statement is not true of negotiation :
- (A) Negotiation is a state of conflict (B) Negotiation is guided by principles  
(C) Negotiation is competitive (D) Negotiation aims to achieve settlement
45. Which of these would not help your confidence in the context of a presentation ?
- (A) Comfort with the situation (B) Presentation software  
(C) Good preparation (D) Looking good
46. Which of these software packages is most commonly used in presentations ?
- (A) Mind Manager (B) NVD \* IST  
(C) Nvivo (D) Power point
47. In the lose-win strategy :
- (A) One party is prepared to give concessions, and the result may go one way or the other  
(B) One party is satisfied and the other dissatisfied with a negotiated settlement  
(C) Both parties are dissatisfied with the negotiated result  
(D) None of these
48. An important objective of all public presentations is to :
- (A) Increase the knowledge of the audience  
(B) Avoid hecklers  
(C) Come as close as possible to being understood  
(D) Prove that the thesis statement is true
49. Negotiation is a process in which :
- (A) Two or more parties try to avoid differences  
(B) Two or more parties try to resolve differences  
(C) Two or more parties try to create differences  
(D) None of them

50. The five steps to negotiating an agreement involve :
- (A) Clarifying wants, discussing, postponing, negating and checking
  - (B) Clarifying wants, displaying, proposing, narrating and checking
  - (C) Clarifying wants, proposing, bargaining, gaining agreement and following up
  - (D) None of them

**SECTION-B**

**UNIT-I**

1. Discuss in detail the seven C's of business communication ?

**OR**

2. Explain the process of communication with the help of a diagram.

**UNIT-II**

3. "Written communication can be made more effective". Justify.

**OR**

4. (a) Discuss the five points which make a sales letter effective.  
(b) Write a memo to an employee informing her of a cut in her salary.

**UNIT-III-**

5. Explain the types of report with example.

**OR**

6. Before writing a business letter what are the choice of words to be kept in mind. Explain with three examples.

**UNIT-IV**

7. Explain the following :

- (a) Media of oral communication
- (b) The guidelines for an interviewee & interviewer.

**OR**

8. Explain the Barriers in Listening.

**UNIT-V**

9. Discuss the Negotiation process.

**OR**

10. How many types of applications ? Explain it.

**8**

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