

Roll No. 209472

[Total No. of Pages : 10]

BCA-206

B.C.A. Second Year Examination, 2014

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 परीक्षार्थियों को निश्चित समय में देने हैं। सभी प्रश्न अनिवार्य एवं समान अंक के हैं। गलत उत्तर का ऋणात्मक मूल्यांकन नहीं किया जाएगा।

SECTION-B

खण्ड-ब

Marks : 50

Time : 1½ Hours

After depositing OMR Sheet of Section-A with invigilator, the candidates 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.

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

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P. T. O.

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 परीक्षार्थियों को निश्चित समय में देने हैं। सभी प्रश्न अनिवार्य एवं समान अंक के हैं। गलत उत्तर का ऋणात्मक मूल्यांकन नहीं किया जाएगा।

UNIT-I

1. Interaction between three to twelve people who share a common goal, a sense of commitment, and who attempt to influence one another is known as
 - (A) Business communication
 - (B) Theoretical communication
 - (C) Small group communication
 - (D) Personal communication
2. Communication is also called as
 - (A) We attitude
 - (B) I attitude
 - (C) Me attitude
 - (D) He attitude
3. Line and staff communication is
 - (A) Horizontal
 - (B) Diagonal
 - (C) Vertical
 - (D) None of these
4. Noise is
 - (A) Physical barrier
 - (B) Semantic barrier
 - (C) Social barrier
 - (D) None of these
5. Excessive message is an example of which barrier
 - (A) Physical and mechanical barrier
 - (B) Semantic barrier
 - (C) Social barrier
 - (D) None of these
6. According to AIDA first 'A' means
 - (A) Always
 - (B) Action
 - (C) Authority
 - (D) Attention

7. Informal communication is suitable for
- (A) Small organisation
 - (B) Big company
 - (C) Public dealing company
 - (D) None of these
8. Non-verbal communication is more useful than verbal communication in conveying which of the following kinds of information?
- (A) Initial impressions
 - (B) Relational information
 - (C) Emotional expression
 - (D) All of the above
9. Who defines "communication is the transfer of information from one person to other whether or not it elicit confidence"?
- (A) George R. Terry
 - (B) Schacter
 - (C) Koontz and Donell
 - (D) Bellon and Gillon
10. This communication is taking place between the people working within an organisation or members of a common group.
- (A) External communication
 - (B) Interactive communication
 - (C) Personal communication
 - (D) Internal communication

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UNIT-II

11. In the ending part of request letter 5 W's and 'H' must be used. Here 'H' is used for
- (A) Heading
 - (B) How
 - (C) Hear
 - (D) Happen
12. Request letter is divided into parts.
- (A) Five
 - (B) Three
 - (C) Four
 - (D) Six
13. Letter regarding enquiry for loan written to bank, is an example of
- (A) Request letter
 - (B) Bad news letter
 - (C) Memo
 - (D) None of these
14. Appointment letter is an example of
- (A) Persuasive letters
 - (B) Good news letters
 - (C) Request letters
 - (D) None of these

15. The first part of bad news letters in indirect approach is called

- (A) Buffer
- (B) Explanation
- (C) Decision
- (D) Ending

16. What are the mediums of written communication?

- (A) Commercial bulletins
- (B) Radio
- (C) Speeches
- (D) None of these

17. Shammon-Weaver Model is formulated in which year?

- (A) 1967
- (B) 1947
- (C) 1982
- (D) 1971

18. Which of the following is correct about full block-style business letters?

- (A) Return address appears on the right half of the page
- (B) All parts start at the left margin
- (C) Signature appears on the right half of the page
- (D) Paragraph indentations

19. Which of the following is not part of a memo?

- (A) Closing
- (B) Heading
- (C) Discussion section
- (D) Salutation

20. Which of the following is not part of a cover letter?

- (A) Middle section of the letter
- (B) Opening section
- (C) Closing section of the letter
- (D) References

UNIT-III

21. Which of the following types of reports is most likely to evaluate several alternatives?

- (A) Justification report
- (B) Feasibility report
- (C) Closure report
- (D) Annual report

22. When looking at sections of your report where you can tighten your writing, do all of the following except

- (A) Reward sentences to expand the number of key words
- (B) Eliminate unnecessary words
- (C) Use gerunds and infinitives
- (D) Combine sentences

23. A blueprint in a report gives the reader

- (A) a visual diagram of something mentioned in the report
- (B) an overview of what you will be discussing
- (C) a table listing all of the visuals included in the report
- (D) An explanation of what you want the reader to do after reading the report

24. Ten thousand dollars a lot of money.

- (A) is
- (B) has
- (C) Both A and B
- (D) are

25. It has been two years I last saw you.

- (A) that
- (B) when
- (C) since
- (D) then

26. Which words best describe the writing style that should be used in research report?

- (A) Objective and detached
- (B) Personal and critical
- (C) Emotive and judgemental
- (D) Subjective and detached

27. The abstract of the report

- (A) Is usually written before the rest of the report
- (B) Provides a snapshot of the major section of the entire report
- (C) Serves as the introduction to the report with a focus on the background for the research
- (D) Is usually several pages in length

28. In the methods section of the report, the researcher needs to

- (A) Discuss the results of the research
- (B) Discuss the theoretical background for the research
- (C) Recount in detail the daily research activities conducted during the research process
- (D) Set out in detail how data was gathered and analysed

29. those men are handsome.

- (A) Every
- (B) All
- (C) Everyone
- (D) None of these

15. 30. To understand it is one thing, to teach it is quite
- (A) other
 - (B) the other
 - (C) another
 - (D) the another

UNIT-IV

- 16 31. is important in oral presentation.
- (A) Skill
 - (B) Habit
 - (C) Language
 - (D) None of these
32. What are the principles of effective listening?
- (A) Clarity
 - (B) Consciousness
 - (C) Correctness
 - (D) All of these
33. What are the styles of oral presentation?
- (A) Seminar
 - (B) Sales
 - (C) Training
 - (D) All of the above

34. What is the fourth step of process oral presentation?
- (A) Audience analysis
 - (B) Research the topic
 - (C) Setting the objectives
 - (D) Selection of main idea
35. Which of them is not a style of oral communication?
- (A) Seminar presentation
 - (B) Training presentation
 - (C) Visual aids
 - (D) Personal interview
36. The first object of oral communication is
- (A) Research of topic
 - (B) Setting the objective
 - (C) Selection the idea
 - (D) None of these
37. The message send must be easy to understand means which principle of effective listening is followed
- (A) Clarity
 - (B) Consideration
 - (C) Courtesy
 - (D) None of these

in

38. The study of body movement, gestures, and posture falls under the category of
- (A) Haptics
 - (B) Kinesics
 - (C) Vocalics
 - (D) Proxemics
39. The amount of time it takes a person to respond to a question or statement is the
- (A) Immediacy quotient
 - (B) Response latency
 - (C) Back-channel cue
 - (D) Answer window
40. The audience reaction to a speaker who shows too much confidence is
- (A) Enthusiasm
 - (B) Excitement
 - (C) Negative
 - (D) Supportive

UNIT-V

41. When participating in a group presentation, it is imperative to
- (A) ensure everyone makes equal contributions
 - (B) incorporate every suggestion
 - (C) solve the problem or issue as quickly as possible
 - (D) ensure everyone understands the assignment

42. A public discussion with a moderator in which a series of short speeches is presented to an audience is
- (A) a forum presentation
 - (B) a group discussion
 - (C) a panel discussion
 - (D) a symposium presentation
43. When working with presentation software
- (A) place the computer where you can get to it but the audience can't see it
 - (B) read from the slides
 - (C) use blank screens when you need to pause
 - (D) use various forms of animation to hold audience attention
44. A(n) can appear to be a bribe.
- (A) agent's fee
 - (B) contract
 - (C) gesture
 - (D) hand-shake
45. In business, compromise means
- (A) Losing dignity and integrity
 - (B) Superficial and insincere
 - (C) Weakness
 - (D) Morality, fair play and good faith

46. A presentation is a form of oral communication in which a person shares factual information with an audience that is

- (A) mixed
- (B) small
- (C) specific
- (D) large

47. The presenter acts as the

- (A) Supporter of the information
- (B) Deliverer of the information
- (C) Advocate of the information
- (D) Medium of the information

48. The three major elements of presentation do not include

- (A) a presenter
- (B) visual aids
- (C) an audience
- (D) specific content

49. To select the content of your presentation, you should know

- (A) the audience's needs
- (B) the time limit
- (C) the available material
- (D) your purpose

50. Negotiation process include

- (A) Preparation
- (B) Implementation
- (C) Both A and B
- (D) None of these

SECTION-B

खण्ड-ब

Marks : 50

Time : 1½ Hours

After depositing OMR Sheet of Section-A with invigilator, the candidates 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.

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

UNIT-I

1. Explain barriers of communication and also suggest measure for improvement in these barriers.
2. Define business communication. Explain basic forms of communication process.

UNIT-II

3. What do you mean by written communication? Under what circumstances would you prefer written communication.
4. Write a collection letter taking about the price list of ice-cream.

UNIT-III

5. Explain various steps required to be taken for report presentation or preparation.
6. What are the improving commands in English? Explain with examples.

UNIT-IV

- 7. What do you mean by oral presentation communication? Discuss the main principle of oral communication.
- 8. Explain essential elements of effective listening.

UNIT-V

- 9. What do you mean by resume? Give its format and contents.
- 10. Define negotiation. What skills do we need to negotiate?