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Total Number of Pages : 02

**MCA**  
**MCA106**

**1<sup>st</sup> Semester Regular/Back Examination 2019-20**

**BUSINESS COMMUNICATION**

**BRANCH : MCA**

**Max Marks : 100**

**Time : 3 Hours**

**Q.CODE : HRB935**

**Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part- I**

**Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)**

- a) Attitudes and intuitions are part of technical skills [ correct /incorrect]
- b) LOI stands for [ letter of Intimation, letter of information, law of intent]
- c) I had taken English lessons before [ report the speech]
- d) I am having four brothers and three sisters. [ correct the error if any]
- e) Inhabit, inhibit [distinguish between and use in sentence]
- f) What email etiquettes are considered for client meetings?
- g) Come! I will take care of everything. [Change the voice]
- h) Had I got wings of a bird I would have flown higher than the kite. [ state the category of condition]
- i) 'Pertaining to' 'Set forth in' [ use in sentence]
- j) The source of communication is called ----- [ a promoter, a stimuli an initiator]

**Part- II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) 'Put a thief to catch a thief' [explain and justify the statement {word limit-150}]
- b) As an employer how would you conduct an effective interview?
- c) Differentiate between semantic barrier and psychological barrier
- d) Explain the utility of 'mirroring and matching' in cross cultural communication.
- e) State the guidelines for drafting an appointment letter
- f) What is an executive summary? State its importance in a report.
- g) Nonverbal communication has its relevance in both formal and informal contexts; justify
- h) Briefly describe the relationship between soft skill and communication skill
- i) Write a letter to the Income Tax officer dealing with your return to expedite the refund.
- j) Explain the merits and demerits of Grapevine
- k) How audio-visual aids help in the success of any presentation?
- l) What are the attributes of a successful G D

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Prepare a report on the matter of indefinite strike by the workers of your company upon a harmful receiving of electric shock from an exposed wire causing death of one worker. **(16)**
- Q4** Forward your CV to apply for software Engg. In Viper info tech. on the basis of one advertisement in the Indian Express on Dt. 15/11/2019 **(16)**
- Q5** What is the importance of learning cross cultural communication? Explain with example. **(16)**
- Q6** Prepare a detailed proposal as a respond to the advertisement seeking entrepreneurs who can take up a franchise of a computer institute. **(16)**