

Registration no:

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Total Number of Pages: 01

MCA  
MCC206

**2<sup>nd</sup> Semester Back Examination – 2016-17**  
**BUSINESS COMMUNICATION IN ENGLISH**  
**BRANCH(S): MCA**  
**Time: 3 Hours**  
**Max Marks: 70**  
**Q.CODE:Z1094**

**Answer Question No.1 which is compulsory and any five from the rest.**  
**The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions: (2 x 10)**
- a) Why communication is a circular process?
  - b) Give an example of Grapevine Communication?
  - c) Giving suggestion is an example of which communication?
  - d) Why External communication is necessary for an Organization?
  - e) What is 'Reading between lines'?
  - f) Make these words bias free. Housewife and Peon.
  - g) What are the steps of Team formation?
  - h) Name two qualities of effective writing.
  - i) Is it possible to stop informal communication in an Organization? If yes give one reason.
  - j) What is 'Hard skills'?
- Q2 a) Discuss internal and external channels of communications in detail. (10)**
- Q3 a) Discuss sub skills of reading in detail. (10)**
- Q4 Imagine yourself as an employee in an electronics company. There is a decrease in sales of your products. Draft a report to your higher authority about the survey you have done in market. (Explain the reasons and suggest remedies) (10)**
- Q5 a) Write down an email to your friend to invite him/her to celebrate Durga puja at your home. (5)**
- b) What is Cross cultural communication? (5)**
- Q6 Write down the Dos and Don'ts of a Group Discussion. (10)**
- Q7 How communication and soft skills are interrelated? Discuss in detail. (10)**
- Q8 Write short notes on any two. (5x2)**
- a) Lateral thinking
  - b) Emotional intelligence
  - c) Oral Presentation