

AC-997
B.C.A. (Ist Semester) Examination, December 2017
Course : 104
(Business Communication)

Time : Three Hours]

[Maximum Marks : 75

[Minimum Marks : 35

Note : Attempt any **five** questions. **All** questions carry equal marks.

1. ✓ What is Business Communication and also discuss the factors responsible for the growing importance of business communication in modern time.

2. Explain main barriers of communications and give suggestions to remove them.

3. ✓ Write short note on:

(i) ✓ Oral communication

(ii) ✓ Written communication

(iii) ✓ Non verbal communication

4. Write a brief essay on Group discussion.

5. What are the various steps of writing skills?

6. "Writing skill is an art". Do you agree with this statement? Give reasons.

✓ What is meant by business letter? Explain the importance of business letters.

P.T.O.

8. Write short note :

(i) Short Report

(ii) Long Report

9. Write an application for the post of Professor in Degree college.

10. What precautions should be taken in writing a resume?

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