

**AC-2092**

**B.C.A. I Semester Examination, Dec.-2022**

**(Held in April-2023)**

**Business Communication & Soft Skill**

**Course : C - 103**

**(Main & Re-Exam.)**

***Time : Three Hours ]***

***[ Maximum Marks : 50***

***[ Minimum Marks : 20***

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**Note :** Attempt any **five** questions from the following **ten** questions.

1. Define Communication. Discuss the 7C's of Communication.
2. Classify Communication. Discuss the nature and scope of Business Communication.
3. Discuss the principles of Effective Oral and written Communication.
4. Write short notes on:
  - (a) Principles of good listening
  - (b) Functions & Kinds of business letters
5. Discuss the advantages and limitations of different technology for Communication.
6. Write notes on:
  - (a) Advantages and limitations of Video Conferencing.
  - (b) SWOT analysis
7. Define Motivations. Discuss in detail the factors and various factors affecting motivation.

8. Write notes on:
  - (a) SMART Goals
  - (b) Interpersonal Skills
9. What do you mean by Conflict? Discuss the various approaches to conflict resolution.
10. What is Emotional Intelligence? Discuss its importance and scope.