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Total Number of Pages: 02

MCA

MCA106

1st Semester Regular Examination 2016-17

BUSINESS COMMUNICATION

BRANCH: MCA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y753

**Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.**

Part – A (Answer all the questions)

Q1 Answer the following questions: *multiple type or dash fill up type* **(2 x 10)**

- a) The discussion section of a research report is a commentary on the results presented in the findings section (True/ False)
- b) Reports present conclusions based on _____ (belief, investigation, intuition, impression)
- c) Every letter must end with a _____ to give authenticity to the information contained in it
- d) An investigation report is known as _____ report
- e) Reference gives the list of sources that have been used or quoted in a letter. (True / False)
- f) She's Italian, _____? (Add tag)
- g) George and Tamara _____ (doesn't, don't) want to see that movie
- h) If I _____(wake up) early, I'll go jogging. (Use the correct tense)
- i) Amy hasn't got _____ (any presents, no present, any present) for her birthday and she is angry.
- j) The main objective of a resume is requesting a job opening by highlighting your fitness for a particular position. (True/False)

Q2 Answer the following questions: *Short answer type* **(2 x 10)**

- a) The principal has forbidden smoking on the campus. (Change voice)
- b) If you are responding to an advertised position, you should never include the exact position advertised and the name and date of the publication (True/ False)
- c) _____ Resume focuses on education and Experience.
- d) Have you met Angela?' She asked. (Report the Question)
- e) A job application letter is also known as _____
- f) What is 'assertiveness'?
- g) Define 'Soft Skills.'

- h) What does 'Concord' mean?
- i) What is the difference between 'Stative' and 'Dynamic' verbs?
- j) What is the purpose of an 'Acknowledgement' letter?

Part – B (Answer any four questions)

- Q3** a) Explain the importance of 'Haptics', 'Proxemics', and 'Chronemics' in Business Communication. Give at least an example for each. **(10)**
- b) What does 'Barriers' mean in the process of communication? Give a few examples. **(5)**
- Q4** a) What are the various purposes for which business letters are written? **(10)**
- b) What is a buffer statement? Explain with examples **(5)**
- Q5** a) Explain any five strategies to make one's presentation effective. **(10)**
- b) What is the role of visual aids in Business presentations? **(5)**
- Q6** a) Explain any 05 soft skills that a leader should possess and justify the same. **(10)**
- b) What are the different types of 'Conditionals' in English Language. Give an example of each. **(5)**
- Q7** a) Discuss any 05 principles of Business Communication. **(10)**
- b) What is the difference between tense and aspect? **(5)**
- Q8** a) Describe the significance of job interview. Discuss the kinds of questions that may be asked during an interview. Describe in brief the strategies to deal with loaded and open questions. **(10)**
- b) What do you mean by business etiquettes? How is it different from social etiquettes? Elucidate with examples. **(5)**
- Q9** a) Write a sales letter assuming yourself as the marketing manager of 'Patanjali Cosmetics' in order to promote the sales of a new face cream. Assume other essential details required on your own. **(10)**
- b) Write a short note on 'Cross Cultural Communication' **(5)**