S.No. : 181   **BCA 2105**

No. of Printed Pages : 03

BCA Examination 2018-2019

(First Semester)

PROFESSIONAL COMMUNICATION

Time : Three Hours]   *[Maximum Marks :60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : $8 \times 1=8$

    (a) Define communication.

    (b) What is 'intra-personal barrier'?

    (c) Define 'Unity' in a paragraph.

    (d) What is 'paraphrasing'?

    (e) Define a credit letter.

    (f) What is 'you Altitude' in a business letter?

    (g) Define imprompter speech.

    (h) What is paralanguage?

[P. T. O.

SECTION – B

2. Attempt any two parts of the following : $6 \times 2 = 12$

    (a) What are the differences between general and technical communication? Write clearly.

    (b) What is negotiation? What are its features. Elaborate.

    (c) Write a letter of sales. Devise necessary details.

    (d) Describe the methods of presentation.

SECTION – C

Note:-   Attempt all questions. Attempt any two parts from each question. $5 \times 8 = 40$

3. (a) How does communication flows in an organization? Write in detail.

    (b) How can we overcome by the barriers of communication. Suggest the ways.

    (c) What is the scope of professional communication for students? Discuss.

4. (a) Describe different methods of paragraph writing in detail.

(b) How many preparations a speaker does before speaking in public. Elaborate.

(c) What are the requistes of a good sentence? Write each.

5. (a) Define all the 7Cs of business letter writing. Why these are important?

(b) Write a chronological C.V. for the post of a software engineer. Invent necessary details.

(c) Write a letter of enquiry to purchase 50 computers to a computer supplier. Invent necessary details yourself.

6. (a) What are the paralinguistic features of speach? Define all.

(b) 'Kinesics is the science of body language?' How it makes your presentation effective? Describe.

(c) 'Knowing audience and locale is the key to successful presentation' how? Explain.

⌘⌘⌘