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**[4968]-1004**

**B.C.A. (Sem. I) EXAMINATION, 2016**

**BUSINESS COMMUNICATION**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :— All questions are compulsory.**

1. Define communication. Explain in detail objective and process of communication.

*Or*

Define Verbal and Non-verbal communication. Distinguish between verbal and non-verbal communication. [16]

2. What is Art of Listening ? Explain in detail principles of good Listening.

*Or*

What is Business correspondence ? Explain need and functions of Business Correspondence. [16]

3. (a) Write an enquiry letter to Jain plastic manufacturing Ltd., Jalgaon, on behalf of Hrithik Crystal House, Buldhana, stating that they purpose to purchase plastic articles for resale purpose.

P.T.O.

*Or*

Draft a sales letter on behalf of the Daily Maic Departmental Stores, Madras, announcing the introduction of color printer. [8]

- (b) Draft an Auditor's report to the Shareholders of Bhosari Trading Company, Ltd., Chinchawad.

*Or*

Draft Notice and Agenda for the first meeting of Directors by Siddhanath Electronics Mfg. Co. Ltd. Mumbai. [8]

4. What is Interview ? Explain in detail interview skills.

*Or*

What is Job application ? Which point to considering while drafting job application. [16]

5. Write short notes on (any *four*) : [16]

- (a) Techniques of effective speaking
- (b) Layout of Business letter
- (c) Limitation of Telegrams
- (d) Merits of Voice mail
- (e) Principles of effective communication
- (f) Social Media.