

Total No. of Questions : 3]

SEAT No. :

**P2121**

[Total No. of Pages : 2

[5803]-101

**First Year B.B.A. (Computer Application)**  
**CA-101 : BUSINESS COMMUNICATION SKILLS**  
**(2019 CBCS Pattern) (Semester -I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any five out of Six):** **[5]**

- a) The term “communis” derived from \_\_\_\_\_ word.
  - i) Greek
  - ii) Latin
  - iii) Chinese
  - iv) English
- b) Communication means \_\_\_\_\_ information, feeling and thoughts, with others.
  - i) To receive
  - ii) Exchange of
  - iii) Conveying
  - iv) All of the above
- c) \_\_\_\_\_ should not be included in the physical appearance of the Business letter.
  - i) Margin
  - ii) Date
  - iii) Folding
  - iv) Typing
- d) The purpose of interview is to assess the \_\_\_\_\_.
  - i) Candidate
  - ii) External personality.
  - iii) Background
  - iv) Status
- e) Video conferencing makes it easier to access expert in \_\_\_\_\_.
  - i) Medical Environment
  - ii) Medical storage
  - iii) Medical stock
  - iv) Relevant
- f) Voicemail is also known as \_\_\_\_\_.
  - i) Voice male
  - ii) Voice bank
  - iii) Voice tank
  - iv) Voice communication

**PTO.**

- B) Match the following: [5]
- |                           |                                                |
|---------------------------|------------------------------------------------|
| 1) External Communication | a) Direct Communication                        |
| 2) Presentation requires  | b) Official communication                      |
| 3) Memo                   | c) Inward or outward communication             |
| 4) Gesture                | d) The media through which message is conveyed |
| 5) Channel                | e) Right attitude                              |
- C) True or False (Attempt any four out of five) [4]
- Grapevine communication is associated with Horizontal communication.
  - Voice mail is a computer based system.
  - Orders and directives are the example of downward communication.
  - Warren Buffet invented the WhatsApp.
  - When business letter is written in brief it is said that it has followed the principle of consciousness.

- Q2) Short Answer (Attempt any three out of four) [3×8=24]**
- Explain in detail the Need for effective communication.
  - Write is Non-Verbal communication. State importance & Merits Non-Verbal communication.
  - Explain Need of Business correspondence in detail.
  - Write short note on tele conferencing with merits and demerits.

- Q3) Long answer (Attempt any two out of four) [2×16=32]**
- Define communication. Explain barriers of communication and suggest the remedies to overcome the barriers.
  - What is Oral communication? Differentiate between oral and written communication.
  - Explain written communication? Explain types of written communication in detail with their merits.
  - State and explain different media of communication in detail.

