

Total No. of Questions : 3]

SEAT No. :

**PA-1956**

[Total No. of Pages : 2

[5954]-101

**First Year B.B.A. (Computer Application)**  
**CA-101 : BUSINESS COMMUNICATIONS SKILLS**  
**(CBCS 2019 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 5 out of 6) : [5]**

- a) The term “communis” derived from \_\_\_\_\_ word.
- i) Greek
  - ii) Latin
  - iii) Chinese
  - iv) English
- b) Communication problems otherwise known as.
- i) Enquire
  - ii) Barriers
  - iii) Encoding
  - iv) Decoding
- c) Letters should be answered \_\_\_\_\_ .
- i) Promptly
  - ii) Orally
  - iii) Non Verbally
  - iv) Softly
- d) Which of these is not a medium of e-mail?
- i) Intranet
  - ii) Internet
  - iii) Extranet
  - iv) Paper
- e) \_\_\_\_\_ is the easiest way of communication.
- i) E-mail
  - ii) Telephone
  - iii) Fax
  - iv) Letter
- f) The first page of a letter should be typed on a \_\_\_\_\_ .
- i) Letterhead
  - ii) Correctness
  - iii) Inside Address
  - iv) Courtesy

**P.T.O.**

B) Match the following : [5]

- | A  | B                          |
|--|----------------------------|
| a) Mentioning the number of the documents/papers are enclosed in the | i) Reference Numbers       |
| b) Element which causes disturbance in the flow of communication     | ii) Official communication |
| c) Office circulars should consists                                  | iii) Channel               |
| d) A memo is used as a means of                                      | iv) Sender                 |
| e) Person who sends information to another person is                 | v) Enclosures              |

C) True or False (Attempt any 4 out of 5) : [4]

- a) Voice mail is a computer based system.
- b) Orders and directives are the example of downward communication.
- c) SMS stands for Social Message Service.
- d) The word “memo” is a short form of Memorandum.
- e) Good manners come from one’s heart and not a formal etiquette book.

**Q2) Short Answer (Attempt any 3 out of 4) : [24]**

- a) Explain the Role of Communication in social & economic system.
- b) What are the merits & demerits of Oral communication?
- c) Explain in detail different layout of business letter.
- d) Explain the importance of fax communication & E-mails.

**Q3) Long Answer (Attempt any 2 out of 4) [32]**

- a) What is communication? Explain need & principles of effective communications.
- b) Explain in detail the Qualities and difficulties in written communication.
- c) Explain in detail various types of business letter.
- d) State and explain different media of communication.

