

END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER 2013 – JANUARY 2014

Paper Code: BCA-103

Subject: Technical Communication

Time : 3 Hours

Maximum Marks :75

Note: Question No.1 is compulsory. Attempt 1 question from each section.

- Q.1 Explain **any five** of the following: (5X5=25)
- (a) Server Cs of communication
 - (b) Layout of the report
 - (c) Principles of oral communication
 - (d) Aids for visual presentation
 - (e) Formal and Informal Communication
 - (f) Kinesics

Section - A

- Q.2 "Communication is a two way process." Explain in this context the elements of communication process. (12.5)

OR

- Q.3 "Communication is the life blood of business". Explain. (12.5)

Section - B

- Q.4 What is business letter? Elaborate the layout of a business letter. (12.5)

OR

- Q.5 Write a job application in response to the following advertising: "Wanted a human resource manager for handling the training and development department. The salary and benefits will be commensurate with qualifications and experience." (12.5)

- Q.6 Define negotiation and explain the entire process involved in negotiation. (12.5)

OR

- Q.7 "Listening is an art." Comment on this statement and explain the principles of good listening. (12.5)

Section - D

- Q.8 What are the basic rules of business etiquette? Discuss the manners you would observe while receiving and making calls on telephone. (12.5)

OR

- Q.9 Explain the guidelines for sentence construction. (12.5)
