

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BCA (2013 & Onwards)/B.Sc. (IT) (2015 & Onwards) (Sem.-1)

COMMUNICATION-I

Subject Code : BSIT/BSBC-101

M.Code : 10043

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

**Q1. Attempt all Questions :**

1. What is creative writing?
2. What is business communication?
3. Write the importance of non-verbal communication.
4. Explain the different types of media.
5. What is an Email?
6. What is advertisement?
7. What is formal letter?
8. Give a few advantages of effective communication.
9. Mention **any two** aspects that need to be taken care of while preparing a good presentation.
10. What is tender?

## SECTION-B

- Q2. (a) What is the importance of body language while delivering presentation in a business meeting?
- (b) How to find material for preparing a presentation?
- Q3. Write a formal letter of application for the job of a computer engineer in response to the following advertisement:
- Position: Computer Engineer. Job Profile: DBA, entry of information/records. Skills: Engineering in Computers, Good Typing speed flexibility to work in shifts.
- Q4. What is direct and indirect speech? Explain the importance of speech while delivering a lecture.
- Q5. Explain listening skills and its importance as individual, as a leader and as a worker. Write at least five remedies to improve listening skills.
- Q6. Explain the importance of reading and writing skills and how writing skills can be improved through understanding and practicing.
- Q7. Write the importance of understanding the barriers to communication and ways to handle and improve communication barriers.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**