

16530(D) - 0 DEC 2016

**MCA 1st Semester Examination
Business Communication (CBS)**

MCA-105

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Candidates are required to attempt five questions in all selecting one question from each of-the sections A, B, C & D of the question paper and all the sub-parts of the questions in section E.

SECTION - A

1. Define Communication. What are the various guidelines for an effective communication? (2+10=12)

OR

2. Discuss the formal and informal communication networks in a Business organization. (12)

SECTION - B

3. What do you understand by "Media of Mass Communication"? (12)

OR

4. Distinguish Oral communication from Face-to-Face communication? What are the advantages of Face-to-Face Communication? State. (6+6=12)

SECTION - C

5. Write a Report on safety, hygiene and cleanliness of a Government Hospital in your city. (12)

OR

6. "Style is the man". Elucidate this statement and discuss how far it is applicable to the style of Report writing? (12)

SECTION - D

7. Enumerate the importance of Group Discussion in the process of Recruitment. (12)

OR

8. Do you think it is necessary for the interviewer also to prepare for the interview? What kind of preparation would you recommend for him? (6+6=12)

SECTION - E

9. Answer the following:

- (a) Writing minutes.
- (b) Body language.
- (c) Letter of complaint.
- (d) Technical Reports.
- (e) Communication situation.
- (f) Grapevine. (6×2=12)