

[Total No. of Questions - 9] [Total No. of Printed Pages - 4]
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16534(D) - 0 DEC 2016

MCA 1st Semester Examination
Effective Communication Skills (NS)
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 subparts of question in section E.

SECTION - A

1. (a) What do you mean by a report? Explain the front matter of a report.
- (b) Write short notes on any three of the following with reference to report writing:
 - (i) Table of contents
 - (ii) Conclusion
 - (iii) Introduction
 - (iv) Synopsis
 - (v) Acknowledgement (12)

OR

2. (a) Write your resume with a cover letter for the post of Sales and Service Engineer in a reputed organization.

2

16534

- (b) Write short notes on any three of the following:

- (i) Memo
- (ii) Sales letter
- (iii) Table of contents
- (iv) Glossary
- (v) References
- (vi) Style of writing (12)

SECTION - B

3. Read the following passage and answer the questions given below.

Motivators are things which induce an individual to perform. While motivations reflect wants, motivators are the identified rewards, or incentives, that sharpen the drive to satisfy these wants. They are also the means by which conflicting needs may be reconciled or one need heightened so that it will be given priority over another. Motivation refers to the drive and effort to satisfy a want or goad. A motivator, then, is something that influences an individual's behavior. It makes a difference in what a person will do. Obviously, in any organized enterprise, managers must be concerned about motivators and also inventive in their use. People can often satisfy their wants in a variety of way. A person can, for example, satisfy a desire for a affiliation by being active in a social club rather than in a business, meet economic needs by performing a job just well enough to get by, or satisfy status need by spending time working for a political party. What a manager must do, of course, is use those motivators which will lead people to perform effectively for the enterprise that employs them. No

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manager can expect to hire the whole person, since people always have desires and drives outside the enterprise is to be efficient and successful, enough of every person's drives must be stimulated to ensure effective performance.

QUESTIONS

- (a) What is Motivation?
- (b) Who is a motivator?
- (c) The word affiliation means
 - (i) Fondness
 - (ii) Association
 - (iii) Written statement
- (d) An effective manager must
 - (i) be active in social clubs
 - (ii) Join a political party
 - (iii) Use those motivators which will lead people to perform effectively
- (e) Make a summary of the passage in your own words
- (f) Give a suitable title to the summary (6×2=12)

OR

4. What is the difference between hearing and listening? Explain with the help of a suitable example. (12)

SECTION - C

5. Draw a flow chart for the communication process in an organization and discuss the various channels of communication. (12)

OR

6. Discuss the importance of pre-planning stage for making an effective oral presentation. (12)

SECTION - D

7. Differentiate between verbal and non-verbal communication. Do you think that non-verbal communication is more important than the verbal communication? Discuss with suitable examples. (12)

OR

8. Discuss any two of the audio-visual aid that help in making an effective presentation before a business meeting. What are the factors that would make these audio-visual aids more effective? (12)

SECTION - E

9. Write short notes on the following:
 - (i) Technical Report
 - (ii) Components of an effective presentation
 - (iii) Initiating a conversation
 - (iv) E-Mail etiquettes
 - (v) Project Reports
 - (vi) Business letter (6×2=12)