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Total Number of Pages: 02

MCA
MCA106

**1st Semester Regular/Back Examination 2017-18
BUSINESS COMMUNICATION**

BRANCH: MCA

Time: 3 Hours

Max Marks: 100

Q.CODE: B1142

**Answer Question No.1& 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.**

Q1 Answer the following questions: fill in the blanks, Multiple choice and short answer (2x10)

- a) Hurry up! Madam----- (be) annoyed if we ----- (be) late.
- b) A well constructed paragraph should have unity, ----- and -----.
- c) A ----- is a written document that seeks to persuade readers to accept a suggested plan of action. (**Report / Proposal**)
- d) A business report conveys ----- to assist in decision making. (i.Solution, ii. Information, iii. Decision, iv. Interaction)
- e) People are giving much attention to women's education now. (Change into passive voice)
- f) The man said, "Can I meet the Director?" (Change into indirect speech)
- g) Communication is a multi-way process. (True / False)
- h) A mixture of vertical as well as horizontal communication is referred to as ----- Communication. (i. Lateral ii. Grapevine iii. Horizontal iv. Diagonal)
- i) Write two tips on making a PowerPoint presentation.
- j) Very often, a speaker may have to disagree with or contradict another speaker in a Group Discussion. How would he/she begin to speak a contradiction with apology?

Q2 Answer the following questions. (2x10)

- a) The secretary was requested to conclude the proceedings of the meeting. (Replace the underlined word with a suitable phrasal verb)
- b) I think you should apology of your bad behavior. (Correct the error)
- c) What do you highlight in a function CV.?
- d) Give an example of a downward communication.
- e) What do you mean by executive summary in a business report?
- f) The study of the body language is called ----- (i. Oculesics ii. Haptics iii. Kinesics iv. Proxemics)
- g) How soft skills and communication skills are interdependent? Explain.
- h) Define solicited and unsolicited business proposal.
- i) Age and experience ----- wisdom. (Brings / Bring)
- j) One of the most troublesome barrier to cross-cultural communication is -----.

- Q3** The Brilliant Institute of Science and Technology in Delhi decides to conduct an online examination for about 5 lakh graduates in India for their selection to postgraduates' degree programmes and invites proposals from various consultancy firms. As the CEO of Dynamic Consultants LTD, Mumbai, you respond to this request through a business proposal. Write a business proposal for this. **(15)**
- Q4** a) Difference between professional and General communication. **(10)**
b) Write down the DO's and Don'ts of a Group Discussion. **(5)**
- Q5** Infosys, A leading IT company in the fields of OMR, Image Processing, SMS Automation and Customized software development in Bangalore now invites applications for Software Developer in NET. The candidates those have MCA degree will send their CV along with job application to the CEO within 10 days. You are Arpita/Arpit, residing in Bhubaneswar having MCA degree wants to apply for this post. Prepare a CV and job application of your own. **(15)**
- Q6** Your company has launched a new product for the new year. As you are the chief marketing executive, you have to deliver an oral presentation. Write an oral presentation. **(15)**
- Q7** a) What do you mean by etiquette? Discuss and substantiate with examples the important features of the business etiquette. **(10)**
b) Prepare an interview file. **(5)**
- Q8** **Answer Any THREE :** **(5×3)**
a) Cross-cultural communication
b) Write a paragraph on 'Time and Tide Waits for None'
c) Channels of Business Communication
d) Postures and gestures
- Q9** a) Explain the principles of Business Communication. **(10)**
b) **Do as directed** **(1×5)**
i) Rohit Sharma scored his double century more fastly than Tendulkar. (Develop the sentence)
ii) The wages of sin ----- death. (is/ are)
iii) Shakespeare wrote *Macbeth*. (Add a suitable question tag)
iv) Everybody loves Mahatma Gandhi. (Change into negative without changing the meaning)
v) The boss said, "Be quiet and listen to my words." (Change into indirect speech)