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Roll No.					Total No. of Pages: 0	2
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BCA (2011 & Onwards) (Sem.-1) COMMUNICATION-I Subject Code: BSBC-101 Paper ID: [B1107]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 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

- 1. Write short answers to the following questions [2-5 lines]:
 - a. Distinguish between a common noun and proper noun.
 - b. What is your understanding of:
 - (i) conjunctions
 - (ii) interjections
 - c. Explain the distinction between an adjective and adverb with the help of examples.
 - d. What do you mean by 'Sales Presentation'?
 - e. Writing skills play a very important role in any profession or business. Explain.
 - f. What do you mean by downward communication?
 - g. How do you distinguish between a classified and display advertisements?
 - h. What do you mean by pretending listening?
 - i. Reading enhances an individual's learning skills. Explain.
 - j. Silence is more eloquent than words. Discuss.

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SECTION-B

- Q2. What is communication process? Differentiate between one- way and two- way communication.
- Q3. What are the socio-psychological barriers to effective communication?
- Q4. a. Discuss the importance of presentation skills.
 - b. What are the important characteristics of a good power point presentation?
- Q5. a. Draft a tender notice for the supply of computer stationery.
 - b. Draft a display advertisement for the latest I phone launched by your company.
- Q6. Write a letter to your suppliers regarding the goods received in damaged condition.
- Q7 a. Briefly explain the importance of non-verbal communication.
 - b. Transform the following sentences as directed:
 - i) He promised me a gift. {Change the voice}
 - ii) He said to his friend, "where are we going?" {Change the narration}
 - iii) She is tall and slender. {Rewrite using synonym of slender}
 - iv) She [receive] the invitation yesterday. {Fill in the blank using the correct form of receive}
 - v) This program will be telecasted tomorrow. {Correct the sentence}
 - vi) A bunch of flowers. {Give one word substitute}