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Total Number of Pages : 1

AR-19

MCA

MCA 1ST SEMESTER REGULAR EXAMINATIONS, NOV/DEC 2019-20

MCA105

BUSINESS COMMUNICATION

Time: 3 Hours

Max Marks: 70

The figures in the right hand margin indicate marks.

PART- A

Q.1 Answer all of the following:

[10 X2 =20]

- a) What is Vertical Communication?
- b) State the merits of Oral communication.
- c) What do you mean by the term Barrier in Communication?
- d) State the different sub skills of reading?
- e) Differentiate between Skimming and Scanning.
- f) What is Inferential Reading?
- g) What is Lateral Thinking?
- h) State the importance of Soft skills in the professional life.
- i) What are the benefits of a Group Discussion?
- j) How is Group Discussion different from Interviews?

PART-B

[Answer any five out of seven question][10 X 5=50]

2. a. Write a note on the various directions of Communication
b. State the objectives of communication.
3. a. Explain the different Types of Communication. .
b. Distinguish between General and Professional communication.
4. a. Elucidate the different sub-skills used in Reading. .
b. Explain the different types of reading?
5. a. Discuss why writing is an important skill in a language.
b. State the difference between speech and writing.
6. a. Explain in detail the 'Self' theory given by Carl Rogers.
b. Explain the Functions and Role of a leader.
7. a. Write a note on Group Discussion.
b. How is Group Discussion different from Interviews?
8. Write short notes.
 - a. Grapevine Communication.
 - b. Etiquette.