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**GIET UNIVERSITY, GUNUPUR – 765022**

B. C. A (First Semester) Examinations, April – May' 2021

BCA20101–ENGLISH FOR TECHNICAL COMMUNICATION

Time: 3hrs

Maximum: 70 Marks

The figures in the right hand margin indicate marks.**PART – A: (Multiple Choice Questions)****(1 x 10 =10 Marks)****Q. 1 Answer ALL questions**

- a. The most important goal of business communication is _____.
(i)favourable relationship between sender and receiver (ii)organizational goodwill
(iii)receiver response (iv)receiver understanding
- b. The formal greeting with which a business letter begins is called _____.
(i)Reference (ii)Subject
(iii)Salutation (iv)body copy
- c. The handshake that conveys confidence is _____.
(i)Limp (ii)Firm
(iii)loose (iv)double
- d. The following is the permanent records for _____.
(i)Business letters (ii)Ledgers
(iii)Production reports (iv)All of the above
- e. The _____ body of the presentation should be broken into short and clear units
(i)Main (ii)middle
(iii)upper (iv)lower
- f. Which of the following is not a part of the cover letter?
(i)salutation (ii)return address
(iii)references (iv)close
- g. A message can only be deemed effective when it is
(i)repeated back as proof of understanding (ii)communicated face-to-face
(iii)delivered with confidence (iv)understood by others and produces the intended results
- h. An example of a communication channel is
(i)face-to-face conversation (ii)feedback
(iii)context (iv)noise
- i. Body of a letter is divided into _____ parts.
(i)1 (ii)2
(iii)3 (iv)4
- j. The following is (are) non-verbal communication
(i)Facial expression (ii)Appearance
(iii)Posture (iv)All of the above

PART – B: (Short Answer Questions)**(2 x 10 = 20 Marks)****Q.2. Answer ALL questions**

- a. What are the different elements of communication?
- b. Which precautions do we need to use in drafting business e-mail?
- c. What is difference between bio data, resume and a CV?
- d. What do you understand by interpreting visuals and making inferences? Do these Effect in improving reading skills of an individual?
- e. Write short notes on 7Cs model.
- f. What is the purpose of a presentation?
- g. What is a circular?
- h. What does the term “Business Etiquette” mean?
- i. Differentiate between: News Letter and Promotion Letter.
- j. What are the different elements of effective presentation?

PART – C: (Long Answer Questions)**(10 x 4 = 40 Marks)****Answer ALL questions**

- 3.a. Draw a diagram to illustrate communication process. Discuss the effectiveness of different channels.(5)
 - b. Different strategies to improve writing skills?(5)(OR)
 - c. Describe in detail the channels of communication.(5)
 - d. What are the strategies to improve reading skills?(5)
- 4.a. Compare oral, written and online presentations.(5)
 - b. List the Do’s and Dont’s of Corporate Etiquette.(5)(OR)
 - c. Discuss in detail different types of business letters.(5)
 - d. Write a specimen press release.(5)
- 5.a. Elaborate the concept of a functional Resume based on achievements rather than responsibilities. (5)
 - b. Enumerate various factors which affect reading.(5)(OR)
 - c. Apply for a job related to your field attaching your resume. Invent necessary details.(5)
 - d. You are A.R. Aggarwal, General Manager, Aggarwal Enterprises, Indore. You need various items of furniture and stationery for your newly constructed head office. Write a letter to Kuber Official Works, Indore placing a bulk order for the supply giving all details of the items ordered.(5)
- 6.a Write Précis for the following passage:

Naval architects never claim that a ship is unsinkable, but the sinking of the passenger-and-car ferry Estonia in the Baltic surely should have never have happened. It was well designed and carefully maintained. It carried the proper number of lifeboats. It had been thoroughly inspected the day of its fatal voyage. Yet hours later, the Estonia rolled over and sank in a cold, stormy night. It went down so quickly that most of those on board, caught in their dark, flooding cabins, had no chance to save themselves: Of those who managed to scramble overboard, only 139 survived. The rest died of hypothermia before the rescuers could pluck them from the cold sea. The final death toll amounted to 912 souls. However, there were an unpleasant number of questions about why the Estonia sank and

why so many survivors were men in the prime of life, while most of the dead were women, children and the elderly.(5)

- b. Prepare a general office Memorandum to circulate to all staff to insist them to not to waste time in Google doodle games.(5)

(OR)

- c. Write a Proposal to an organisation about your freelance writing and invent necessary details.(5)
- d. Make notes on the passage using recognisable abbreviations in any suitable format. Give a title to the passage. And also make a summary of the passage. (5)
1. A good business letter is one that gets results. The best way to get results is to develop a letter that, in its appearance, style and content, conveys information efficiently. To perform this function, a business letter should be concise, clear and courteous.
 2. The business letter must be concise: don't waste words. Little introduction or preliminary chat is necessary. Get to the point, make the point, and leave it. It is safe to assume that your letter is being read by a very busy person with all kinds of papers to deal with. Re-read and revise your message until the words and sentences you have used are precise. This takes time, but is a necessary part of a good business letter. A short business letter that makes its point quickly has much more impact on a reader than a long-winded, rambling exercise in creative writing. This does not mean that there is no place for style and even, on occasion, humour in the business letter. While it conveys a message in its contents, the letter also provides the reader with an impression of you, its author: the medium is part of the message.
 3. The business letter must be clear. You should have a very firm idea of what you want to say, and you should let the reader know it. Use the structure of the letter—the paragraphs, topic sentences, introduction and conclusion—to guide the reader point by point from your thesis, through your reasoning, to your conclusion. Paragraph often, to break up the page and to lend an air of organization to the letter. Use an accepted business-letter format. Re-read what you have written from the point of view of someone who is seeing it for the first time, and be sure that all explanations are adequate, all information provided (including reference numbers, dates, and other identification). A clear message, clearly delivered, is the essence of business communication.
 4. The business letter must be courteous. Sarcasm and insults are ineffective and can often work against you. If you are sure you are right, point that out as politely as possible, explain why you are right, and outline what the reader is expected to do about it. Another form of courtesy is taking care in your writing and typing of the business letter. Grammatical and spelling errors (even if you call them typing errors) tell a reader that you don't think enough of him or can lower the reader's opinion of your personality faster than anything you say, no matter how idiotic. There are excuses for ignorance; there are no excuses for sloppiness.
 5. The business letter is your custom-made representative. It speaks for you and is a permanent record of your message. It can pay big dividends on the time you invest in giving it a concise message, a clear structure, and a courteous tone..

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