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GIET UNIVERSITY, GUNUPUR – 765022
M.C.A(First Semester) Examinations, March – 2023
MCA20105 – Business Communication

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)****Q.1. Answer all questions**

	CO#	Blooms Level
a. Define Feedback.	CO1	K1
b. What are the different channels of communication?	CO1	K1
c. What are the different forms of Non-verbal communication?	CO2	K2
d. Differentiate Written Communication and Oral Communication.	CO2	K4
e. What is Noise?	CO1	K1
f. Why do we need Business etiquettes?	CO2	K2
g. What do you understand by Diagonal Communication?	CO3	K3
h. Explain Hard Skills.	CO3	K2
i. Why is Decoding important to the process of communication?	CO4	K2
j. How is a verbal communication different than non-verbal communication?	CO4	K2

PART – B**(10 x 5 = 50 Marks)**Answer ANY FIVE questions

	Marks	CO#	Blooms Level
2. a. Write a paragraph on the importance of communication in Business.	5	CO1	K3
b. Write a note on the different types of barriers of communication.	5	CO2	K1
3.a. Explain the various directions of communication in a workplace.	5	CO1	K4
b. Distinguish between Horizontal Communication and Vertical Communication.	5	CO2	K3
4. a. Write a note on.	4	CO2	K2
i. Ideation			
ii. Resume			
b. Write a job application for the post of Software developer in a leading IT firm.	6	CO3	K4
5.a. Correct the grammatical errors in the following sentences.	5	CO3	K4
i. Each of her friends are coming.			
ii. I am hearing a noise.			
iii. The Sun is rising in the east.			
iv. The flight will land at 7am.			
v. She or I are responsible for this.			
b. Differentiate Resume and non-verbal CV.	5	CO2	K3
6. a. Convert the following into passive voice.	5	CO3	K4
i. She will take care of this.			
ii. Tom hears a strange noise.			
iii. Who teaches you English?			
iv. We prohibit smoking.			
v. The police arrested the thieves.			
b. Describe the various types of Business reports.	5	CO2	K3
7.a. Write a resume for the post of data analyst.	6	Co4	K6
b. Describe the characteristics of Business Communication.	4	CO4	K2
8. a. How to overcome barriers of communication?	7	CO4	K4
b. Give a few tips to write an effective e-mail.	3	CO4	K6

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