



**GIET UNIVERSITY, GUNUPUR – 765022**  
**BCA (First Semester) Regular Examinations, January – 2024**  
**BCA23101 – English for Technical Communication**

Time: 3 hrs

Maximum: 60 Marks

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

**PART – A****(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is the role of a sender?	CO1	K1
b. What do you understand by group discussion?	CO2	K2
c. What is a final draft?	CO1	K1
d. What do you mean by visualisation?	CO1	K2
e. What is the need of proofreading emails before sending?	CO2	K4

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

	Marks	CO #	Blooms Level
2. a. What is communication?	2	CO2	K1
b. Explain the process of communication.	8	CO2	K2
(OR)			
c. What are formal and informal channels?	5	CO2	K1
d. What is grapevine communication?	5	CO2	K2
3.a. What is SWOT analysis?	5	CO2	K2
b. What are the steps of conducting SWOT analysis?	5	CO3	K3
(OR)			
c. Elaborate on office dynamics.	5	CO2	K2
d. Write down the protocols of personal interview.	5	CO3	K3
4.a. What is a sales letter?	2	CO2	K2
b. Write a sales letter for the product introduction of the new home cleaning robot being launched by your company.	8	CO4	K4
(OR)			
c. What is a job application?	2	CO2	K2
d. Write a job application for the post of Sales Manager at Kamat Café.	8	CO4	K4
5.a. Discuss the significance and importance of non-verbal communication.	8	CO3	K3
b. Write about two listening exercises.	2	CO2	K2

(OR)

c. What are the strategies of reading comprehension?	8	CO3	K3
d. Mention the types of barriers.	2	CO2	K2
6.a. What do you understand by telephone etiquette?	5	CO2	K2
b. Discuss the importance of business meeting etiquette.	5	CO3	K3

(OR)

c. What is the importance of corporate etiquette?	5	CO3	K3
d. Elaborate on the need of email etiquette.	5	CO2	K2

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