

Roll No.

Total No. of Pages: 02

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BCA (2011 & Onwards) / B.Sc. (IT) (2015 & Onwards) (Sem. – 1)

**COMMUNICATION-I**

M Code: 10043

Subject Code: BSIT/BSBC-101

Paper ID: [B1107]

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. 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 note on the following:

- a) Effective Listening
- b) Verbal communication
- c) Writing as an art
- d) Medium of communication
- e) Audio visual aids
- f) Non-verbal communication
- g) Advertisement
- h) Parts of speech
- i) Importance of business communication
- j) Tenders

## SECTION B

2. Discuss different objectives of business communication. Also describe the types of business communication.
3. Which are the presentation skills needed to give an effective oral presentation?
4. Discuss the qualities of a creative writer.
5. Explain the barriers that can obstruct the communication process. Also describe the solutions.
6. Read the passage and answer the questions that follow:

Born on March 26, 1876 in Ugh, Germany, Albert Einstein grew up and was educated in nearby Rotterdam. He was not a “teacher’s pet”. Far from being a genius, Albert was actually unable to speak fluently until he was nearly 12 years old. His hair was unruly as were his rumpled clothes and he would sometimes act up in class by barking or snorting loudly. It was when throwing a spitball at the back of classmate’s head in 1886 that Einstein became first interested in Physics. Albert wondered about the laws of physics. Once he was expelled from the Rotterdam academy. Too embarrassed to admit to his parents that he had been expelled, he spent the years between 1888 and 1895 on the road pursuing careers in the performing arts. Not only did the young stranger earn the available position in the London symphony orchestra, he soon held the coveted “First Chair”. In his 2 years with the symphony, Einstein proved himself to be a brilliant violin soloist. He came to New York in the early 1890s and he was eager to try out his hand on stage. He quickly found a job and he was an instant success as he added his comic talents. Because of his unruly mass of frizzy hair, he was often billed as “Fuzz-Ball”. In 1896 Einstein passed the rigorous exam and began attending the FIT, New York’s fashion institute of technology. He shifted his focus from mathematics to theoretical physics, shaping his future career. Einstein returned to Europe in 1902. He dreamt of becoming a brilliant physicist. He kept his dream alive by continuing his graduate studies by candle light. Finally, in 1904 he completed the requirements for his doctorate degree and began writing the first 3 of his many famous scientific papers, among them “The Theory Of Relativity “, published in 1905.

- a) What was Einstein notorious for in school?
  - b) How did he become seriously interested in physics?
  - c) Why did he go to London and then to New York?
  - d) When did he study to complete his doctoral work?
  - e) Which was his famous scientific paper?
7. “Non-verbal communication adds to the meaning of the message being conveyed”. Discuss.