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Total No. of Pages : 02

Total No. of Questions : 08

BCA/B.Sc. (IT) (Sem.-2)

COMMUNICATION-II

Subject Code : BSBC-201

M.Code : 10050

Date of Examination : 08-07-21

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. 'Communication is the life-blood of business.' In light of this statement, explain the meaning and significance of effective communication in business house.
2. 'It is feedback that completes the process of communication.' Elaborate this statement.
3. a. Discuss some do's and don'ts while appearing for an interview.
b. What precautions do we need to have in drafting business email?
4. What do you understand by Report Writing? Discuss in detail the structure and layout of a report.
5. Discuss in detail the importance and need of good presentation skills in professional life. Also discuss the situations needing them.
6. What do you understand by formal and informal communication? Define grapevine and how it is used by managers for their benefit?
7. Write a formal letter of application for the job of a computer and data analyst in response to the following advertisement. Also attach your CV with application.

Position : Computer and Data Analyst. Job Profile: Data and information recording

Skills : Graduate in Computers, Good analytical skills and flexibility to work in shifts.

8. Assume you are Arun Kumar, the sales promotion officer of Samsung. Write a sales letter promoting the sale of Samsung Refrigerators to be distributed to prospective Samsung customers. Include some lucrative offers in your letter.

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.