Roll No……..….. **Total No. of Printed Pages: [1]**
Total No. of Questions: [11]

MCA (Semester – 1st)
BUSINESS COMMUNICATIONS
Subject Code: MCAPS1-105
Paper ID: [20270105]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each.
2. Section B consist of 4 questions of 8 marks each. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(4 marks each)**

Q1. Differentiate between formal and informal communication with examples.

Q2. Identify key factors that affect reading skills and suggest ways to address them.

Q3. Define group communication and explain its significance in decision-making through committees.

Q4. What are the essential steps for preparing for an interview?

Section – B **(8 marks each)**

Q5. How does understanding the process of communication help improve business communication? Elaborate on the essentials of effective business communication using the "7Cs model."

Q6. Explain the SQ3R (Survey, Question, Read, Recite, Review) reading strategy and its role in improving reading skills.

Q7. How does a clear structure enhance the quality of a report? Explain the structure and key elements of report writing.

Q8. Elaborate on the nature, uses, and importance of group discussions in evaluating candidates. How can the guidelines for participating in a group discussion help individuals contribute effectively?

Section – C **(10 marks each)**

Q9. How can an effectively crafted covering letter enhance professional opportunities? Explain the types of letter writing in business communication. Discuss how each type serves specific organizational needs.

Q10. Evaluate the barriers to effective listening and propose actionable strategies to overcome them. Use examples to demonstrate how these solutions can lead to better communication outcomes.

Q11. Elaborate on the drafting process and importance of office memorandums and office orders. How do these tools ensure consistency and clarity in internal communication?