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Total No. of Printed Pages: [1]

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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?