Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]          **Total No. of Pages : 02**

**Total No. of Questions : 07**

**BCA (2013 & Onwards)/B.Sc. (IT) (2015 & Onwards)   (Sem.–1)**
**COMMUNICATION-I**
**Subject Code : BSIT/BSBC-101**
**M.Code : 10043**

**Time : 3 Hrs.**                                                              **Max. Marks : 60**

**INSTRUCTION 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**

**Q1.  Attempt all Questions :**

 1. What is creative writing?

 2. What is business communication?

 3. Write the importance of non-verbal communication.

 4. Explain the different types of media.

 5. What is an Email?

 6. What is advertisement?

 7. What is formal letter?

 8. Give a few advantages of effective communication.

 9. Mention **any two** aspects that need to be taken care of while preparing a good presentation.

 10. What is tender?

## SECTION-B

Q2. (a) What is the importance of body language while delivering presentation in a business meeting?

(b) How to find material for preparing a presentation?

Q3. Write a formal letter of application for the job of a computer engineer in response to the following advertisement:

Position: Computer Engineer. Job Profile: DBA, entry of information/records. Skills: Engineering in Computers, Good Typing speed flexibility to work in shifts.

Q4. What is direct and indirect speech? Explain the importance of speech while delivering a lecture.

Q5. Explain listening skills and its importance as individual, as a leader and as a worker. Write at least five remedies to improve listening skills.

Q6. Explain the importance of reading and writing skills and how writing skills can be improved through understanding and practicing.

Q7. Write the importance of understanding the barriers to communication and ways to handle and improve communication barriers.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**