

END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER 2017

Paper Code: BCA-103

Subject: Technical Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.no.1 which is compulsory.
Select one question from each unit.

- Q1 Write short notes on **any five** of the following: (5x5=25)
- (a) Formal and informal communication
 - (b) Difference between Letter and Memorandum
 - (c) Good news and bad news letters
 - (d) Merits and demerits of written communication
 - (e) Executive summary
 - (f) Paralinguistic aspects of communication
 - (g) Significance of soft-skills

Unit-I

- Q2 Explain the essential features of effective business communication. (12.5)
- Q3 Distinguish between verbal and non-verbal communication. Illustrate your answer. (12.5)

Unit-II

- Q4 You are the Chairman of HCL Electrical Ltd., Gurugram. Write a letter to the Manager Corporate Sales asking him to take appropriate measures to augment the sales. Imagine the relevant details. (12.5)
- Q5 What do you mean by report writing? Distinguish between Letter Style Report and Schematic Report giving examples. (12.5)

Unit-III

- Q6 Bring out separately the guidelines for the interviewer and the interviewee. (12.5)
- Q7 What do you mean by project presentation? Write the do's and don'ts of an effective presentation. (12.5)

Unit-IV

- Q8 What are the essentials of improving interpersonal skills? Explain. (12.5)
- Q9 Write an essay on the topic "Education should Develop Skills and Values." (12.5)
