(Please write your Exam Roll No.) Exam Roll No. 03421402017

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)**

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