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Total No. of Pages : 02

Total No. of Questions : 16

BCA (2014 to 2018) / B.Sc. (IT) (2015 & Onwards) (Sem.-2)

**COMMUNICATION-II**

Subject Code : BSBC/BSIT-201

M.Code : 10050

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 have to attempt any FOUR Questions.

**SECTION-A**

**Answer briefly :**

Q1 Define Grapevine Communication.

Q2 Name any two characteristics of communication.

Q3 Which type of communication is required at government offices?

Q4 Write any two principles of effective communication.

Q5 What is Fax Document?

Q6 Discuss briefly two characteristics of sale letter.

Q7 Why an effective job application is important?

Q8 Enlist any two benefits of preparing good presentation.

Q9 How are presentation skills helpful for group discussion?

Q10 *“Connecting audience is essential for effective public speaking”*. Comment on the statement.

## SECTION-B

- Q11 What are different classifications of communication? Explain each classification by taking suitable example.
- Q12 a) What is meant by informal communication? Explain.  
b) Explain the method for writing an effective E-mail.
- Q13 How an effective sales letter is written? Write a sample sales letter to justify the answer.
- Q14 What are the essential components of an effective CV? Write an example of CV by considering all essential components.
- Q15 What are presentation skills? Explain different steps followed while preparing a good presentation.
- Q16 Explain the use of presentation skills for the following :
- a) Group Discussion  
b) Extempore Speaking

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