

MCA
(SEM I) THEORY EXAMINATION 2017-18
PROFESSIONAL COMMUNICATION

Time: 3 Hours

Total Marks: 70

- Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.
 2. Any special paper specific instruction.

SECTION A

1. **Attempt all questions in brief.** 2 x 7 = 14
- a. Define communication.
 - b. What is difference between general and technical communication?
 - c. What is Mass communication?
 - d. Explain what objectivity of recommendations means in a report.
 - e. What do you mean by levels of communication?
 - f. What is the importance of technical communication?
 - g. Explain the flow of communication.

SECTION B

2. **Attempt any three of the following:** 7 x 3 = 21
- a. Enumerate the merits and demerits of upward communication.
 - b. What do you mean by Passive Listening? Methods for improving Listening Skills?
 - c. Explain Lateral or Horizontal with the help of an example.
 - d. Comment on "Language as a tool of communication".
 - e. Explain The Art of Condensation-various steps.

SECTION C

3. **Attempt any one part of the following:** 7 x 1 = 7
- (a) Draft a letter of enquiry in the block format. Invent the necessary detail.
 - (b) Using specific example, discuss the significance of the 'You' attitude in business correspondence.
4. **Attempt any one part of the following:** 7 x 1 = 7
- (a) How does literature share with science the capacity to formulate concepts as propounded by M.R.Prior in his essay?
 - (b) What are requisites of good sentence writing in a technical paper?
5. **Attempt any one part of the following:** 7 x 1 = 7
- (a) Draft a letter of sales for selling 200 laptops to an educational institution.
 - (b) What is 'Grapevine' communication? What is the significance of grapevine in an organizational communication?
6. **Attempt any one part of the following:** 7 x 1 = 7
- (a) What do you know about Barriers to communication? How can you classify them?
 - (b) What do you mean by 'Homophones'? Give examples.
7. **Attempt any one part of the following:** 7 x 1 = 7
- (a) What do you mean by Report? Mention the characteristics of a business report.
 - (b) Draft your curriculum vitae in which you have to discuss about your unique selling properties.