

**BCA 2<sup>nd</sup> SEMESTER EXAM., 2015**  
**BUSINESS COMMUNICATION CODE- 303201**

Time: 3 hours

Full Marks: 60

Instructions:

- i. The Marks are indicated in the right -hand margin.
- ii. There are **SEVEN** questions in this paper.
- iii. Attempts **FIVE** question in all.
- iv. Question Nos. **1** and **2** are compulsory.

**1.** Complete the following sentences using an appropriate form of the word given in the brackets (any six).

2\*6=12

- (a) The idea has lost its \_\_\_\_\_ (novel).
- (b) Her neighbour were \_\_\_\_\_(envy) of her success.
- (c) \_\_\_\_\_(Familiar) may breed contempt.
- (d) We have to \_\_\_\_\_(intense) our campaign against corruption.
- (e) She takes great \_\_\_\_\_(please) in feeding stray dogs.
- (f) He could not give a \_\_\_\_\_(satisfy) explanation.
- (g) Edison was an \_\_\_\_\_(intelligence) boy.
- (h) Babies are \_\_\_\_\_(curiosity) by nature.
- (i) The teacher asked the student to \_\_\_\_\_ (memory) the lesson.

**2.** Answer any three of the following:

4\*3=12

- (a) Discuss on the characteristic of a good summary.
- (b) Discuss on the benefits of effective reading.
- (c) What purpose does an invitation letter serve? List the different types of invitation letters.
- (d) How is a business message conceived?
- (e) Discuss on the types and methods of reading.

Answer any three of the following:

12\*3=36

**3.** Discuss on the importance of a business letter.

**4.** Discuss on the 7 C's of business correspondence.

**5.** Discuss on the structure and layout of a business letter.

**6.** Differentiate among notice, agenda and minutes with the help of a suitable diagram.

**7.** Write a letter of enquiry regarding setting setup up of a language lab. Also frame a suitable reply for the same.