

# Dr. Babasaheb Ambedkar Open University

## Term End Examination July-2016

|              |                            |             |            |
|--------------|----------------------------|-------------|------------|
| Course       | : BCA                      | Total Marks | : 70       |
| Subject Code | : BCA – 101 (Old)          | Duration    | : 03 hours |
| Subject      | : Communication Management | Time        | :          |
| Date         | :                          |             |            |

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### Section A

Attempt any Three of the following: (30)

1. Define communication? Explain levels of communication in detail.
2. Write a complaint letter for late delivery of goods for the following.  
M/s. B. Dalal & Sons, Bilimora has received silk sarees from Benaras Jari Works, Benaras a month later than the stipulated date of order. The marriage season for which the sarees were ordered is about to end. Write a letter of complaint on behalf of M/s. B. Dalal & Sons Stating how they have been put in trouble. Ask for additional discount to dispose of goods in the remaining short period of the marriage season.
3. List and explain essential parts of an application.
4. Define Noun. List types of nouns and explain it with example.
5. Explain the various types of listening and the role of listening.

### Section B

Write short notes on any four. (20)

1. Skimming and Scanning
2. Pronoun with its types
3. Voice mail
4. Stages of writing
5. Classification Paragraph
6. Internet Communication

### Section C

(A) Multiple Choice Questions. (10)

1. \_\_\_\_\_ is not process of communication.  
a. Interpersonal                      c. Receiver  
b. Sender                              d. Channel
2. Dracula bites his victims on the neck. – find verb.  
a. Dracula                              c. Victim  
b. Bites                                  d. None of these
3. Justice often seems to slip out of our grasp. – find type of a noun  
a. Common                              c. Abstract  
b. Proper                                d. Concrete
4. The cow is \_\_\_\_ the tree.

