



Paper id: 252740

Printed Page: 1 of 2
Subject Code: BBC204

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BCA
(SEM II) THEORY EXAMINATION 2024-25
PROFESSIONAL COMMUNICATION

TIME: 3 HRS**M.MARKS: 70****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****02 x 7 = 14**

Q no.	Question	CO	Level
a.	How does intrapersonal communication differ from interpersonal communication?	1	K2
b.	What is semantic noise in communication?	1	K1
c.	Fill in the blanks with the correct form of the word given in brackets. a. The news of demonetization _____ (shock/ shocks) the entire nation. b. 126 kilometers _____ (is/are) too long for us to travel in half a day.	2	K2
d.	Name two devices used to achieve coherence in writing.	2	K2
e.	How does a functional resume differ from a chronological resume?	3	K2
f.	How does intonation help express emotions in speech?	4	K2
g.	Which discipline is referred to as the "Mother of the Sciences" by A.J. Bahm?	5	K1

SECTION B**2. Attempt any three of the following:****07 x 3 = 21**

a.	Language serves as a powerful tool for effective communication. Justify this statement.	1	K5
b.	Discuss the essential requisites of effective sentence writing.	2	K2
c.	Draft a well-structured Claim Letter addressing an online seller regarding a defective product you recently received. Invent necessary details as required.	3	K3
d.	Critically evaluate how poor listening habits undermine effective communication. Discuss and justify the most impactful strategies to enhance listening skills.	4	K5
e.	Analyze the influence of scientific language on literary expression as explained by A. Huxley in "The Language of Literature and Science".	5	K4

SECTION C**3. Attempt any one part of the following:****07 x 1 = 07**

a.	Define interpersonal barriers in communication. Analyze their causes and explain how these barriers affect communication in personal and professional contexts.	1	K4
b.	Explain the essential features of Technical Communication. Discuss how conciseness and objectivity enhance the effectiveness of Technical Communication.	1	K2

4. Attempt any one part of the following:**07 x 1 = 07**

a.	Why are unity, coherence, and emphasis important for writing a well-structured paragraph?	2	K2
b.	Choose the correct homophone: a. The _____ (council / counsel) for the conference was announced last week.	2	K2



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	b. The thief tried to _____ (elude / allude) the police during the chase. Write the correct antonym and synonym to complete each analogy: c. Generous is to Stingy as Honest is to _____. (Antonym) d. Large is to Big as Quick is to _____. (Synonym) Complete each sentence by forming the correct word from the one given in brackets: e. His _____ (arrive) was delayed due to traffic. f. She completed the project with great _____ (efficient). g. The film was an intense _____ (explore) of human emotions.		
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5. Attempt any one part of the following: 07 x 1 = 07

a.	What is negotiation? Explain the main steps involved in a negotiation process. Discuss why preparation is a crucial stage in effective negotiation.	3	K2
b.	Define a report and explain its significance. Also, describe the different types of reports commonly used in organizations.	3	K2

6. Attempt any one part of the following: 07 x 1 = 07

a.	Identify the four modes of delivery and explain how you would apply each in different public speaking situations. Provide suitable examples.	4	K3
b.	Compare and contrast the humanistic and scientific approaches as presented by Moody E. Prior in "Humanistic and Scientific Approaches to Human Activity".	5	K4

7. Attempt any one part of the following: 07 x 1 = 07

a.	Critically assess the challenges Barry Commoner identifies in applying scientific solutions to environmental problems in "Science and Survival".	5	K5
b.	What is interpersonal communication? Analyze the link between interpersonal communication skills and successful teamwork, providing suitable examples.	4	K4

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