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BCA
(SEM III) THEORY EXAMINATION 2025-26
BUSINESS 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.

2 x 07 = 14

Q no.	Question	CO
a.	Define communication.	1
b.	Suggest practical managerial strategies to overcome psychological and organizational barriers.	1
c.	Explain the principles of successful oral communication.	2
d.	Explain the role of tone, clarity, and feedback in oral communication.	2
e.	Discuss the importance of business correspondence in organizational communication.	3
f.	Discuss the steps involved in making an effective presentation.	4
g.	How does tone play a critical role in complaint handling.	5

SECTION B

2. Attempt any three of the following:

7 x 3 = 21

a.	Communication is often called the backbone of management. Examine this statement by explaining how communication influences planning, organizing, leadership, and control functions.	1
b.	Compare verbal and non verbal communication. Highlight their characteristics, advantages, and limitations in business situations.	2
c.	Describe the principles of effective letter writing. Illustrate how these principles improve clarity and goodwill.	3
d.	Explain different types of listening and their importance in group discussions and interviews.	4
e.	Discuss sales letters as a persuasive communication tool. Explain the elements that make a sales letter effective.	5

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

a.	Discuss the role of communication in the modern workplace. How has the shift toward digital platforms changed workplace communication practices.	1
b.	Describe the process of communication in detail. Identify possible points of breakdown at each stage and explain how they affect message effectiveness.	1

4. Attempt any one part of the following:

07 x 1 = 07

a.	Written communication is considered more formal and permanent than oral communication. Critically analyze this statement with suitable examples.	2
b.	Non verbal communication often speaks louder than words. Discuss this statement with reference to body language, facial expressions, and paralanguage in professional interactions.	2



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

a.	Write a detailed note on report writing. Explain the parts of a report and discuss how reports support managerial decision making.	3
b.	What is a Statement of Purpose. Explain its significance in job applications and higher education admissions.	3

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

a.	What is group discussion. Explain its objectives and evaluate the role of communication skills in performing effectively in a group discussion.	4
b.	Describe the process of conducting a formal meeting. Explain how notices, agendas, and resolutions contribute to meeting effectiveness.	4

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

a.	Describe consumer grievance letters. Explain how clarity and factual presentation strengthen grievance communication.	5
b.	Write a detailed note on business reports. Explain the layout, types, and importance of feasibility and investigative reports in organizational decision making.	5

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