Printed pages: 2   **Sub Code: RCA105**

Paper id | 1 | 4 | 0 | 5 | **Roll No.** | | | | | | | | | | |

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 of Horizontal with the help of an example.
    d. Comment on "Language as a tool of communication".
    e. Explain TheArt 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 easy?
    (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 laptop 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.