

Roll No. ....

Total Pages : 3

**312204**

**May 2023**

**BCA (DS) II SEMESTER**

**Professional English (BCA-DS-114)**

Time : Three Hours

Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*
4. *Give suitable examples everywhere.*

**PART-A**

1. Write short notes on (75 words) :

- |                   |       |
|-------------------|-------|
| (a) Social Media. | (1.5) |
| (b) Noise.        | (1.5) |
| (c) Soft Skills.  | (1.5) |
| (d) Gesture.      | (1.5) |
| (e) Memos.        | (1.5) |
| (f) Agenda.       | (1.5) |

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- (g) Minutes. (1.5)  
(h) Brochure. (1.5)  
(i) *Curriculum Vitae*. (1.5)  
(j) *Semantic Barrier*. (1.5)

## PART-B

2. (a) How useful are brochures and newsletters as communication tools? (10)  
(b) What is a report? Discuss its importance to professional communication. (5)
3. (a) What are the 7Cs? Expand on all. (5)  
(b) How important is budgeting for a business proposal? (10)
4. How important is Non-Verbal Communication? What are its types? (15)
5. (a) Do you like to keep your friends close to you? How does this behavior become an example of proxemics? (5)  
(b) Create a project report laying out the plan and goals for your university to assist the *Jal Shakti Abhiyan* launched by the government. (10)

6. (a) Your university is organizing a book fair. Write a Business Letter soliciting recognized publishers to exhibit their books at the fair. (10)
- (b) Who is your favourite orator? Is speech more important or listening? (5)
7. Develop a resume for your dream company. Write a covering letter to enclose. (15)
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