



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 7469057

Roll No. 23071002365
Total Mark 43/75.00

Exam BACHELOR OF COMPUTER APPLICATION_DEC-2023
Subject BCA1004 - IV BUSINESS COMMUNICATION

Question wise Mark Summary

Q.No	Mark	Q.No	Mark	Q.No	Mark	Q.No	Mark
1A	3/5	4C	NA/5				
1B	3/5	5A	NA/5				
1C	3/5	5B	NA/5				
1D	3/5	5C	NA/5				
1E	3/5	6A	NA/7				
1F	2/5	6B	NA/7				
1G	2/5	7A	5/7				
1H	3/5	7B	5/7				
1I	2/5	8A	NA/7				
2A	3/5	8B	NA/7				
2B	3/5	9A	NA/7				
2C	3/5	9B	NA/7				
3A	NA/5						
3B	NA/5						
3C	NA/5						
4A	NA/5						
4B	NA/5						

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-I

Date of Exam: 12/12/23 Shift: I Room No.: G-03
 Paper Code: BCA-1004 Subject: Business Communication
 Name of Candidate: Khyati Trivedi
 Roll No.: 23071002365

COE Facsimile
 Signature of Candidate: Khyati Trivedi
 Signature of Investigator: [Signature]

PART-II

MARKS OBTAINED										
Q.	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
(c)										
(d)										
(e)										
(f)										
(g)										
(h)										
(i)										
(j)										
Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



BCA1004

Paper Code

[Signature]

Signature of Evaluator

PART-III

Course: BCA
 Session: Year 2y ✓ Semester I
 Subject Name: Business Communication
 Medium: English Hindi
 Paper Code: BCA1004
 Exam Date: 13/12/2023
 Name of Candidate: KHYATI TRIVEDI
 Father's Name: S K TRIVEDI

संस्थान का कोड
College Code

परीक्षा केंद्र का कोड
Exam Centre Code

K	N	I	6	2
A	A	0	0	0
E	B	1	1	1
F	D	2	2	2
H	J	3	3	3
K	4	4	4	4
L	L	5	5	5
R	M	6	6	6
S	7	7	7	7
U	T	8	8	8
U	9	9	9	9
W				

परीक्षा का प्रकार
Type of Exam


Regular
 Ex-Student
 Private
 Back Paper Exam

ANSWER BOOKLET NO.

7469057

BCA1004

Paper Code



PART-IV

Enrolment Number: CSJMA23000129517
 Candidate's Roll Number: 23071002365
 Paper Code: BCA1004

2	3	0	7	1	0	0	2	3	6	5
A	0	0	0	1	1	1	1	1	1	N
B	1	1	1	2	2	2	2	2	2	P
C	2	2	2	3	3	3	3	3	3	R
D	3	3	3	4	4	4	4	4	4	T
E	4	4	4	5	5	5	5	5	5	
F	5	5	5	6	6	6	6	6	6	
G	6	6	6	7	7	7	7	7	7	
H	7	7	7	8	8	8	8	8	8	
I	8	8	8	9	9	9	9	9	9	
J	9	9	9							



Khyati Trivedi

Signature of Candidate

[Signature]

Signature of Investigator

CS Facsimile

[Signature]

COE Facsimile

नोट- 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि आवरण पन्ने को कुछ भाग पर उचित सभी निर्देशों को सावधानीपूर्वक पढ़ें।
 2. अंकन में धरो जाने वाली प्रतिक्रियाएँ सभी सतह से हटाने की जानी चाहिए। 3. मोरों को काले या नीले बॉलपेन से भरा जाना चाहिए।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

उत्तीकाधिकियों को दिना दिना

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिने गये निर्देशों को ध्यान से पढ़ें।
2. कक्षर पृष्ठ के दूरगैरे तलक कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनों तलक लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमांक के अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID सावधानी पूर्वक लिखें।
6. अपनी विधि स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या फटे हुए हैं, तो परी शुरू होने के पूर्व दूरगैरे उत्तर पुस्तिका से लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न नं कोई त्रुटि है तो उसके परीक्षा होने के 30 मिनट के अन्दर कक्षा निरीक्षक को तत्काल सूचित करें, उसके बाद विरचयिष्ठान पर प्राप्त कोई क त्रुटि की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेसिल का प्रयोग न करें।
10. बी कडेरी का अतिरिक्त हारक नही दिया जायेगा।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



INSTRUCTION TO THE CANDIDATE

4. Make no Stray marks on this sheet.
- 5. DO NOT WRITE OR MARK ON THE BAR CODE.**

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, S Name, and Question of the Question Paper during first THIRTY MINUTES of commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

IN ORDER TO AVOD UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possesation of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

अनुचित साधन से बचने हेतु :

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छोड़कर अनुक्रमांक एवं उत्तरपुस्तिका का क्रमांक कहीं और न लिखें तथा कोई भी चिह्न न बनानें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेद लकड़ करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं साथ न लायें, जैसे लिखे हुए कलम के टुकड़े, मोबाइल, डिजिटल डिवाइस, डिजिटल वॉच, कडेरी, घुसका यह सभी वस्तुएं जो अनुचित साधन के अन्तर्गत आती है। केवल संक्षिप्त प्रश्नपत्र में ही पेन्सिल सेल माइक्रोसिक कोन्सुल्टर ले जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में अपने न सवे न ही उत्तर पुस्तिका में विषयकोडों देना करना अनुचित साधन प्रयोग की परिधि में आता है।

	1	8	1	5	4	3	2	1	6	9
0	0	0	0	0	0	0	0	0	0	0
1	●	1	●	1	1	1	1	●	1	1
2	2	2	2	2	2	2	●	2	2	2
3	3	3	3	3	3	●	3	3	3	3
4	4	4	4	4	●	4	4	4	4	4
5	5	5	5	●	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	●	6
7	7	7	7	7	7	7	7	7	7	7
8	8	●	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	●

Note- If your Roll No. is of 10 digits. Please leave first three columns .



Paper Code

--	--	--	--	--	--	--	--



1

SECTION - A.

Quest-1

A. •

A resume or written comes under the category of written communication. ✓

- It is a document which contains the important details about the carrier of an individual. It consists of all the professional and personal details about a person.
- The professional details include name, address, contact number, E-mail id, Fathers ✓ etc.

The professional details include carrier objective, work experience, core skills, hobbies achievements along with a declaration.

Purpose of resume:

- The main purpose of resume is to place to you in a company or an organisation. ✓
- A resume provides an overall picture and outline of your carrier which is considered by the organisation for your recruitment or placement.



--	--	--	--	--	--	--	--



- A resume is mostly written in an attractive style which proves to be persuasive in placement or recruitment.
- A resume tells the organization about your goals and life objective so it can also put efforts to encourage you towards that path.
- A resume helps you to portray all the advantages that the organization can have if they offer you the position.

Answer-B.

- A report is a document which contains information by someone who has the information to someone who actually needs information.
- A good report is always the organised representation of the factual data.
- A good report represents the statistics, pills, graphs in a way



--	--	--	--	--	--	--	--



that easy comparisons can be made through them.

- A good report is always accurate & it must not contain any untrue or false data or statistics as it can be harmful.
- A good report is always easy readable and understandable. No complex terminologies or complex statements shall be used.
- A good report always have simplicity. Simple languages, simple ideas and simple configuration shall be maintained throughout the report.
- A good report not only addresses the problem but also suggests the recommendation. Problem along with its solutions are pictured in the report.
- A good report must always be capable of measuring the performance of the organization as well as effectiveness of the organization.



Paper Code

--	--	--	--	--	--	--	--



4

- A good report should be presented in a way that it can be used for decision making, record & reference.

Answer-C

There are various types of business letters-

1. Enquiry and reply letters.

- Enquiry letters are written by the customers to the organization for collecting the information about the availability of the products.
- It also asks for the information of delivery of goods along with terms and conditions.
- Reply letters are just the reply to the enquiry letters. These letters are drafted by the organization to the customers. Reply of all the questions asked and giving some favourable deals or services also.



Paper Code

--	--	--	--	--	--	--	--



5

2. Complaint & Adjustment Letters.

- Complaint
• These letters are written by the customer to the supplier placing the defects or discomfort in the orders received.
It may include the information about late delivery of goods, damaged delivery or wrong delivery of goods.
- Adjustment letter include the information about the efforts that have been taken for the adjustment or settlement of customer's grievance.

3. Orders & their execution letters.

- Order letters are written by the customer to place order of goods.
This letter includes the information about the terms & conditions and volume of goods required.
- Execution letters are in the reply of order letters, written after the execution or supply of orders.

4. Credit & their Statement Letter.

- These letters include the information about the availability or asking



--	--	--	--	--	--	--	--



for loans or credit.

- Statement accounts are the letter of information about the reminders, credit execution etc.
 - 5. Official letters & Demi official letter.
 - Official letters are written to a ~~author~~ in an official format.
 - Demi official letters are written by the customer to address someone with address of D.O.
- These letters are written when
- a. The problem requires urgent solution
 - b. The problem requires personal observation

Answer - D

Effective listening.

An effective listening offer occurs when the listener pay attention to the following point.

1. Concentrate.
 - The listener must concentrate on what the speaker is speaking. He must pay attention to each and every idea mentioned and the gestures of the speaker.



--	--	--	--	--	--	--	--



2. Pay attention to verbal & non verbal cues

- The listener must not only pay attention to the verbal or spoken part of the speech only. He must also consider and understand the non verbal or gestures, facial expressions, emotions and manner of speaking of the speaker. ✓

3. Conviction & Faith

- The speaker must always have an appreciable level of faith in the speaker that if he is speaking something, he is saying it correctly & he has come to speak with prior preparations and information.

4. Provide feedback

- The listener must continuously provide feedback and clarification to the speaker.
- This will ✓ the speaker understand whether or not you are able to comply with the idea of the speaker & he can make required modifications in his way of speaking.



--	--	--	--	--	--	--	--



5. Pay attention to matter then manner.
- Sometimes the speaker is not good enough in expressing himself so the listener should not only pay attention to his way of speaking / uncontrolled gestures or emotions.
 - He must try to understand what message the speaker wants to deliver & provide feedback courteously.

Answer - F.

Barriers to communication.

- Barriers are the factors that interfere with the effectiveness of the message by blocking or disturbing a part or whole of communication.
- Barriers are the obstacles that come in the way of the transferring of message and destroy the seriousness of the message.
- There are a number of barriers that obscure & destroy the purpose of communication.

10. Noise barrier.

These are the physical barriers that interfere with the message.



Paper Code

--	--	--	--	--	--	--	--



9

and restrict the timely or proper delivery of message.

a. Time

Two people in different countries / time zones face problem while finding out the appropriate time to communicate.

b. Distance

Distance restricts the proper flow of message as there can be a network breakdown, late delivery, noise or improper flow of information.

2. Interpersonal barriers

a. Semantic barriers

These barriers occur when the language used is not understandable by the listener & whole communication gets disturbed.

b. Filtering

When listener pays attention only to specific part of the message.

c. Sender's credibility

Sometimes message sent by the sender is not believed because of his past credibility or criminal record.

3. Psychological barriers

These barriers occur due to mental state attitude & mental instability of the



--	--	--	--	--	--	--	--



receiver.

- Inattentiveness
- Frame of reference
- Colloquial goals.
- Continuous focus on \checkmark if

4. Different comprehension of reality.
Due to some barriers factor the receiver misunderstand the message.

There include three types of barrier.

- a. Semantic: Due to language
- b. Slanting
- c. Inferring: guessing the whole message through part.

Answer - F.

• SMS stands for short messaging service.

• One of its advantages is that SMS can be used for effective & timely delivery of a message or idea. It takes place \checkmark without taking much time within fraction of seconds.

• SMS after its notification can wait for the user to read & understand. It does not require urgent attention to the message. The reader can take his time to read and understand.



--	--	--	--	--	--	--	--



- SMS is used to spread the important information like weather reports, warning or alerts to a large number of people within fraction of seconds.
- It is used as a tool for marketing these days. We see attractive messages on our phones like
 - did you have food?
 - want loan? etc. ✓ which attract user to the enterprise.
- SMS can be used for sending the same message to a number of people therefore uniformity in work is achieved.
- SMS can be used as a tool for concised communication where there is a short message but it is a complete message & also it does not include any personal contact.

Answer-6.

Skimming reading is a type of reading in which the reader reads the each and every content written by the writer. ✓

Skimming reading is different from the effective reading as it includes a number



Paper Code

--	--	--	--	--	--	--	--



12

of factors associated with it.

In skimming reading, the concentration is required. you have to understand each & every concept, idea & point of the topic.



Answer - H.

1). Provide context.

Sometimes when you have proper knowledge of a topic you forget to provide proper context to the reader.

You must always prepare your message with each & every small detail & information according to the knowledge of the reader.

2). Your attitude.

You must always prepare your draft keeping in mind the reader.



--	--	--	--	--	--	--	--



The language that is pleasing to reader, the knowledge that is required by the reader, and the recommendation that the reader might require.

3. Pay attention to punctuation.
 - Always formulate your message in an expressive and impressive form. Also
 - Always add expressions in your message using punctuation full stop, comma etc.
 - Punctuation forms a better understanding to the reader, as it makes the message more expressive & impressive.
4. Use short & And active verbs.
 - Always use simple and active speech in your message.
 - Do not include complex or high profile language in your message because it can cause less or obscured understanding of the message.
5. Provide complete information.
 - Your message should not be in a way that it leaves the reader to guess or to anticipate.
 - Provide complete yet concised information of the topic so that easily understandable.



Paper Code

--	--	--	--	--	--	--	--



14

Answer-I Circular letter.

Circular letters are the letters written by the organization when they want to spread a information to a large number of people.

Circular letters are written for the following reasons.

1. Announcement of a new product.
2. Creating hype for the new product.
3. Opening of a new branch.
4. Admission of a partner.
5. Retirement or death of a partner.

Essentials of a circular letter.

1. A circular letter should always be in a easy, understandable and concise form. It must not include any typical terminology or idea.
2. It should be attractive enough using attractive language, attractive graphics & attractive information. So that it draws the attention of the target audience easily.
3. Tear-up slips shall be provided with the circular in order to provide suggestions.



Paper Code

--	--	--	--	--	--	--	--	--	--



15

or appointment, of the customer if required.

4. Circular letters shall be complete in themselves & may not cause any confusion or ambiguity, because it will cause discomfort to the customer which can prove harmful for the organisation.

SECTION-B

Answer-2.

1) Group discussion

- A group discussion is the type of oral communication when a group of 10-12 members gather & share their views on a particular topic for discussion.
- When the group wants to reach at a common solution or a conclusion, group discussion plays a vital role in doing so.
- Group discussion results in a number of factors like -
 1. A common solution or conclusion.
 2. Unity & a sense of personal relations.



--	--	--	--	--	--	--	--



Features of Group discussion

- Group discussion is a media in which an initiator takes the responsibility to introduce the topic / subject for discussion.
- In group discussion, all fellow contestants are respected and none of them is interrupted while speaking.
- Group discussion somehow manages everyone to participate formally & professionally.
- Group discussion gives opportunity to each & every candidate to speak & express their thoughts & ideas on the subject.
- The group discussion encourages the candidates to be creative & innovative & bring new set of ideas.
- It forms a number of solutions or approaches to the solution.
- Group discussion never allows debates or cross questioning.
- All the potential disagreements are placed politely.



Paper Code

--	--	--	--	--	--	--	--



17

b). Advantages of Oral Communication.

- **Oral communication saves time.**
It does not require the ^{extra} time which is required for framing / drafting of the message.
- **Oral communication saves money.**
Oral communication saves the money which is required for the purpose of Stationery, drafting, posting etc.
- **Effective while communicating with group.**
Oral communication comes handy while communicating with the group. You can spread same quality, amount & volume of information to a number of people at the same time.
- **Flexible.**
Oral communication is something that the speaker can transform or modify at the time according to the feedback & the expressions of his audience. He can change his way of speaking & try to make himself more expressive.
- **Effective tool for persuasion & control.**
Oral communication includes gestures, imitations & facial expressions which make your message more expressive & impressive.



Therefore it can be used as a powerful tool for persuasion & control.

- Speaker can convey shades of meaning -

Words are something which have not just one meaning. therefore using words smartly & deliberately the speaker can convey different meanings. ~~use~~ ✓ the same words.

- c).
- Listening is an essential process for the successful completion of the process of communication.

- Since we know that communication is a two way process. therefore it requires someone to present thoughts & someone to receive them.

- Listening is the process of attending the message sent by the speaker & attentively interpreting it.

- After listening you are required to take according action. ✓ required.

- Listening completes the overall communication process.



--	--	--	--	--	--	--	--	--	--



- Listening warns / induces / encourages the receiver to take sudden or belated actions as required.

The process of listening includes the following steps -

to A

- Receiving
- Attending
- Interpreting
- Remembering
- Evaluating
- Responding



Each of these steps of listening are end goal directed towards the step of responding. Therefore to take corrective action / providing feedback to get a better understanding. Listening is important.

Listening is the significant as it helps in following.

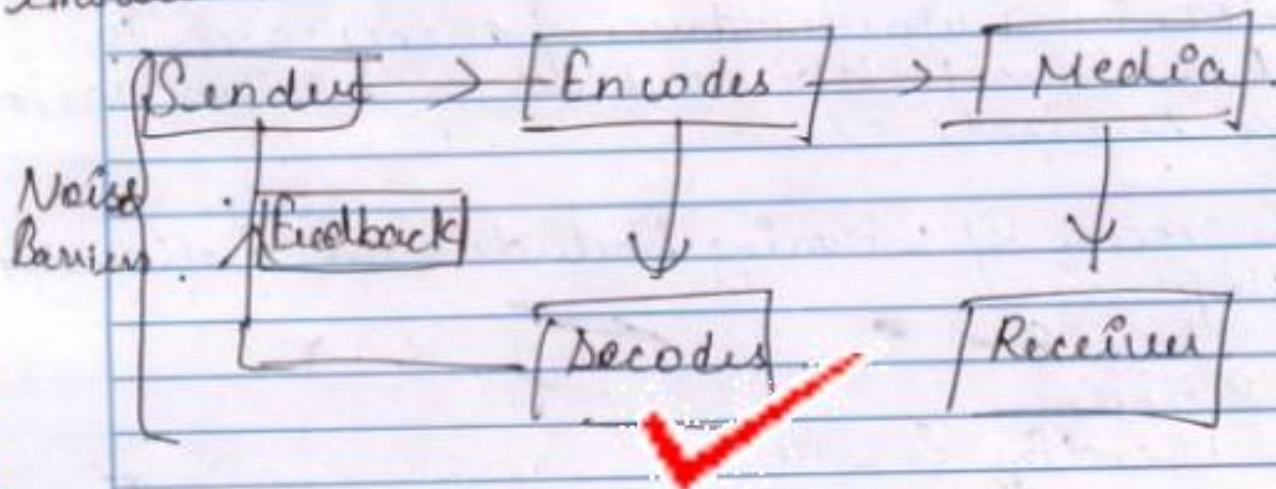
- take corrective actions.
- Responding in time.
- providing feedback
- get better understanding
- Give a touch of concentration to the speaker.
- Motivate the speaker to speak.





Section C

Answer-7



1. Sender:

Sender is the person who has the idea, thought, value, information or instruction.

Whenever the speaker wants to share his thought, idea or value with the receiver, he has to formulate his message & send for the process of communication.

2. Encoding:

Encoding is the process of formulating the message using verbal & non verbal clues.

It should be kept in mind that the same message in the mind of the speaker shall be encoded.

The message shall be encoded properly and it should not be an incomplete



as a very lengthy message.

It must provide all the information about the idea & must not leave the reader to guess or to get confused and misunderstood.

3. Media.

Media is the channel of communication using which the speaker sends his message to the receiver.

The proper selection of media shall be done. It should be chosen after taking in consideration all the points & barriers that might come in the way of communication.

The media is chosen based on the following.

1. Type of message / Nature of message.
2. Speed.
3. Degree of formality.
4. Confidentiality.
5. Cost involved.

4. Receiver.

Receiver is the person to whom the message has been formulated & sent.



--	--	--	--	--	--	--	--



The receiver receives the idea sent by the sender & tries to understand it according to his/his knowledge & perception.

5. Decoding

It is the process of interpreting or understanding the message.

Decoding is the process in which the receiver acc. to his knowledge, perception, frame of reference, attentiveness understands the message & try to take the corresponding actions.

6. Feedback

It is the verification stage that verifies that the message sent by the sender has received to the receiver & he has understood & decoded the message according to his knowledge.

Feedback clarifies what the receiver has understood, whether or not it is the expected result of the sender. whether or not the sender needs to resend the message.



⇒ Barriers

Barriers are not included in the process of communication but they are the factors that are present throughout the process of communication.

They dilute the meaning & intention of the communication & distort the whole purpose of communication.

b) Group communication

Group communication occurs when a group of people try to reach to a particular decision or conclusion.

Group discussion may be conducted for

- 1. Solving a problem
- 2. Giving trainings
- 3. Reach to a common decision.

Most of the times group discussions are democratic in nature as they follow democratic functionality.

Examples of group communication are

1. Group discussion
2. Delphi technique
3. Consensus Mapping
4. Brainstorming technique
5. Nominal Group technique



--	--	--	--	--	--	--	--



1. Brainstorming technique

In this technique a group of 3-10 people present their ideas on a particular solution.

The focus is on the quantity of ideas and not on the quality.

No restrictions are imposed on the participants & they are free from any limitations like - legal, financial etc.

2. Providing training

While providing training or educating a number of people are directed & trained by a single or more trainers.

In this process the training can be conducted both manually & using teleconferencing.

4. Group discussion

A group discussion is conducted when a group of 7-8 members want to reach at a common solution.

Points of a group discussion.

1. Dress professionally
2. Give others time to speak
3. Listen more.
4. present potential disagreements politely
5. do not interrupt