

Hall Ticket No.:

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Set-1Course Code: **23MCA1T01**

**MALINENI LAKSHMAIAH WOMEN'S ENGINEERING COLLEGE
(AUTONOMOUS)**

I-MCA I-Semester (MR23) Regular Examinations, March - 2024

BUSINESS COMMUNICATION

Time: 3 hours

Max. Marks: 70

Answer **ALL** the questions

Q. No.	Question		Marks	CO	BL
1	a	What is Communication? Explain the Process of Communication.	(7M)	CO1	L2
	b	Define Listening. Explain essentials of good Listening.	(7M)	CO1	L2
(OR)					
2	a	Define Communication. Explain different types of Communication.	(7M)	CO1	L2
	b	Briefly Explain Nature & Scope of Communication.	(7M)	CO1	L1
3	a	Explain Briefly Formal and Informal communication.	(7M)	CO2	L3
	b	Elaborate the role of Emotions in Inter Personal Communication.	(7M)	CO2	L2
(OR)					
4	a	Explain Exchange Theory with illustration.	(7M)	CO2	L2
	b	Discuss barriers to Inter Personal Communication.	(7M)	CO2	L2
5	a	Define Non-communication? Explain various forms of non-Verbal communication?	(7M)	CO3	L2
	b	Explain the concept of Kinesics.	(7M)	CO3	L2
(OR)					
6	a	Explain Briefly Business Etiquettes.	(7M)	CO3	L3
	b	Explain appropriate Body Language to follow for a Job Interview.	(7M)	CO3	L2
7	a	What is Report. Explain the structure of a Report.	(7M)	CO4	L3
	b	Describe the format of Business Letter.	(7M)	CO4	L2
(OR)					
8	a	Describe the factors of writing a Resume.	(7M)	CO4	L3
	b	What is Meeting? Explain the preparations to be made before a Meeting.	(7M)	CO4	L3
9	a	What are the prerequisites of effective Presentation.	(7M)	CO5	L1
	b	Explain various techniques of Interview.	(7M)	CO5	L3
(OR)					
10	a	Explain the importance of communicational skills in Group Discussion.	(5M)	CO5	L4
	b	Define Interview. What are the objectives of Interview?	(5M)	CO5	L3
