

Code No: MC2011/20

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA
VIZIANAGARAM**

**MCA I Semester (R20) Regular/Supple Examinations-January-2025
Business Communication**

Time: 3 Hours

Max. Marks: 70

Question Paper consists of FIVE units, each carrying 14 marks
Each unit has TWO questions; either of them should be answered
All parts of a question must be answered at one place.

UNIT-I

1. a Define Listening and Discuss its Various Types with Examples. 7M
b How can good listening skills improve workplace interactions? Provide 7M examples.

(OR)

2. Elaborate on the various steps involved in the process of communication 14M with a suitable diagram.

UNIT-II

3. a Explain the role of emotions in interpersonal communication. 7M
b Describe the barriers to effective interpersonal communication. 7M

(OR)

4. Discuss the differences between formal and informal communication. 14M

UNIT-III

5. What are all the different types of non-verbal communication forms 14M available?

(OR)

6. a Explain the concept of Business. Explain the different forms of business 7M etiquette across cultures.
b What are the key elements of appropriate body language during interviews? 7M

UNIT-IV

7. a What do you mean by written communication? Explain the mechanics of 7M writing in business communication.
b Explain in detail the process and mechanics of report writing. 7M

(OR)

8. What is a meeting? Discuss the importance of meetings in business 14M communication. Explain the key steps involved in effectively managing a meeting

UNIT-V

9. a What are the prerequisites of an effective presentation? Discuss the key 7M elements that contribute to a successful presentation.
b Discuss the various formats of a presentation. Explain the key components 7M of a well-structured presentation format.

(OR)

10. a Group Discussion is always not good". Do you agree with this statement? 7M
Discuss.
b Explain the concept of assertiveness in communication. Discuss various 7M strategies for exhibiting assertive behavior and how they contribute to effective interpersonal interactions.