

Roll No. ....

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**Bachelor of Computer Applications BCA SEMESTER – I**  
**(CBCS) Examination, Dec. 2022/ Jan. 2023**

**Communicative English**

अवधि / Duration : 3 Hours]

[ पूर्णांक / Max. Marks : 40

[ न्यूनतम उत्तीर्णांक / Min. Pass Marks : 16

**Instructions:**

1. The question Paper is divided in *five* Units. Each unit carries an internal choice.
2. Attempt **one** question from each Unit. Thus attempt *five* questions in all.
3. All questions carry equal marks.
4. Assume suitable data wherever necessary.
5. English version should be deemed to be correct in case of any anomaly in translation.
6. Candidate should write his/her Roll Number at the prescribed space on the question paper.

**(UNIT I)**

1. Explain what must occur for an audience to successfully receive, decode, and respond to messages.

(Or)

Choose the best Substitution One Word

- (1) One who criticizes popular beliefs which he thinks is mistaken or unwise
  - (A) Imposter
  - (B) Cannibal
  - (C) Iconoclast
  - (D) Philistine

(2) A hater of mankind

- ✓(A) Philanthropist
- (B) Misogamist
- (C) Misogynist
- (D) Misanthrope

(3) A shady fertile place in the desert

- (A) Motel
- (B) Orchid
- ✓(C) Oasis
- (D) garden

(4) A movement of part of the body to express an idea or feeling

- (A) Pose
- (B) Mimicry
- (C) Jibe
- ✓(D) Gesture

(5) He could not get money from his master because he rubbed him up the wrong way.

- (A) asked him to speed up
- (B) advised him to be strict
- (C) irked or irritated him
- ✓(D) suggested a wrong method

## **(UNIT II)**

2. From the words in brackets choose the one which best fits the simile:

- (1) As gentle as a (bull, lamb, dove)
- (2) As proud as a (hare, jackdaw, peacock)
- (3) As merry as a (prince, cricket, swallow)
- (4) As shape as a (blade, knife, needle)
- (5) As sweet as (honey, sugar, milk)

*(Or)*

How does formal communication differ from informal communication?  
Explain with suitable examples.

## **(UNIT III)**

3. Enumerate the different categories of non-verbal communication and state their importance in communication process with suitable examples.

*(Or)*

Is it possible for companies to be too much dependent on communication technology? Keeping the current scenario in mind explain briefly.

## **(UNIT IV)**

4. Discuss briefly, in proper sequence, the steps followed in planning an effective communication.

*(Or)*

How can non-verbal communication help you a meeting? How can it help you call a meeting to order, emphasize important topics, show approval.

express reservations, regulate the flow of conversation, and invite a colleague to continue with a comment?

**(UNIT V)**

5. Two most important position in any business message is the opening and closing paragraph elaborate.

*(Or)*

How do you think company managers from a country that has relatively homogeneous culture might react when they do business with the culturally diverse staff of a company based in a less homogeneous country? explain your answer.

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