

**CDOE**  
**BACHELOR OF COMPUTER APPLICATIONS**  
**B.C.A. Sem-VI : WINTER :- 2021**  
**SUBJECT: COMMUNICATION & PERSONALITY DEVELOPMENT**

**Day : Monday**  
**Date 28-02-2022**

**W-5350-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 80**

**N.B**

- 1) Attempt **ANY FIVE** questions from Section-I and attempt **ANY TWO** questions from section-II.
- 2) Answer to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION -I**

- Q.1** What is communication? Describe the process of communication. **(10)**
- Q.2** Enlist the advantages and disadvantages of verbal communication. **(10)**
- Q.3** Highlight the importance of telecommunication. **(10)**
- Q.4** What are the essential points to be considered in a formal communication? **(10)**
- Q.5** Define personality development. Explain its importance in effectiveness of business. **(10)**
- Q.6** Distinguish between 'Attitude' and 'Emotions' giving suitable illustrations. **(10)**
- Q.7** Write short note on **ANY TWO** of the following **(10)**
- a) Electronic Media for Communication
  - b) Negotiation
  - c) Netiquette

**SECTION-II**

- Q.8** Imagine you are working as the PR of a company. Your company recently organized an annual event. Make a press release for the same to be sent to various newspapers. **(15)**
- Q.9** As students, you wish to organize a study tour. Prepare a proposal of the tour to be submitted to the Principal of your college. **(15)**
- Q.10** Sketch an effective life-style routine for a newly recruited Sales Manager, incorporating mental and physical fitness, guidelines and grooming tips. **(15)**

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