

Roll No. to be filled in your Answer Book

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BCA First Semester Examination 2014

Business Communication

Paper ID:-160004

Time : Three Hours]

[Max. Marks : 70

Note: Attempt any five questions. All questions carry equal marks.

Q1. What is perceptual organization? Discuss Gestalt's laws of perceptual organization.

Q2. Discuss the cognitive theory of learning. Also delineate the differences between Behavioural school and Cognitive schools of learning.

Q3. What is Motivation? Discuss various theories of Motivation and how they are important in learning?

Q4. What do you mean by communication? Discuss various barriers to the communication.

Q5. What is written communication? Discuss the various advantages written communication has over oral communication.

Q6. Discuss various techniques and methods used for the appraisal or assessment of personality.

Q7. Define any of the five terms:

- a. Perception
- b. Social learning theories
- c. Upward communication
- d. Personality
- e. Public Speaking
- f. Needs for motivation
- g. Ingredients of a successful presentation