

**BACHELOR OF COMPUTER APPLICATIONS  
(Revised)**

**Term-End Examination**

**December, 2014**

00054

**BCS-055 : BUSINESS COMMUNICATION**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions.*

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1. Read the passage given below and answer the questions that follow :

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1 For many years after independence, language policy had largely been held hostage by the perception of the English language as a 'colonial relic'. However, English is no longer a British tongue — it is more the language of international business, and a powerful key in opening up geographical borders and gaining access to markets. It is the language of science and research, with 90 per cent of papers across scientific journals written in English. It dominates the chatter of the Information

Age — 80 per cent of the worldwide web is in the English language. It has been estimated that within a decade half the world's population will have some skill in English. A commitment towards learning English was part of China's bid to host the Olympic Games, to the point that taxi drivers who failed an English test did not have their licences renewed and hotlines were set up to report incorrect English use in public spaces. Most countries are fast recognizing English's role as a world language, and besides China, nations such as Japan, South Korea and Indonesia are including English as a compulsory language in their schools and setting up 'English-immersion camps' for students.

- 2 India has an advantage in the global market in the depth and breadth of its English-language capability. Today Indians have embraced the idea of English as the language of the globalizing Indian economy. Most middle-class Indians speak in at least two tongues — besides their mother tongue, they have at least functional fluency in English for business purposes and to manage communication with different communities.

3 Over the last fifty years, English has grown deeper roots in the Indian community, beyond purely economic value. Its reach has spread — to print, film, television and ordinary conversation. English has rapidly become the language of creative discourse — and while Indian writers writing in English have remarked that they often face hecklers at their readings who demand to know why they do not write in their mother tongue, such criticism has become marginal in recent years. These Indian writers once called ‘dissenters’ and ‘mavericks’ now include Amitav Ghosh, who have attained a status in English literature that has moved far beyond the exotic value of an Indian writing in the language.

- (a) Suggest an appropriate title to the passage and give your reasons for it. 2
- (b) What is meant by the term ‘colonial relic’ ? 1
- (c) Explain the meaning of the phrase ‘a powerful key in opening up geographical borders and gaining access to markets’. 2

- (d) Give instances from the passage which suggest that English is now an international language. 3
- (e) “ ..... English has grown deeper roots in the Indian community, beyond purely economic value.” Discuss in the light of the passage. 2
2. (a) Find words/phrases from the passage (i.e. Reading text) which are similar in meaning to the following words/phrases : 5
- (i) notion (para 1)
  - (ii) an opportunity to enter (para 1)
  - (iii) people who pester and taunt (para 3)
  - (iv) non-conformists (para 3)
  - (v) alien (para 3)
- (b) Find words from the passage which mean the *opposite* to the following words : 5
- (i) local (para 1)
  - (ii) optional (para 1)
  - (iii) slowly (para 3)
  - (iv) praise (para 3)
  - (v) seminal (para 3)

3. (a) Complete the passage using the correct forms of the verbs and expressions in the box. You may change the tense of the verbs. 5

- set aside money
- pay good interest
- have a budget
- got an allowance
- keep track of

When Sunil was growing up, he was careful with his money. He \_\_\_\_\_ every week from his parents, and because he wanted to go to college, he \_\_\_\_\_ every month. He opened a savings account that \_\_\_\_\_, so his savings grew. In college, he didn't have much money, but he \_\_\_\_\_ and stuck to it. He \_\_\_\_\_ the money he spent, and when he bought things, he always paid in cash.

- (b) Write questions for the answers given below. Use the question words in the brackets. 5
- (i) He works for the Perfect Health Magazine. (Which ?)
  - (ii) He lives in Chennai. (Where ?)
  - (iii) He goes out of town three or four times a month. (How often ?)
  - (iv) He often meets important doctors. (Who ?)
  - (v) He writes about preventive health. (What ?)

4. Write short notes on any *two* of the following : 10
- (a) Some safe and unsafe topics for small talk
  - (b) Difference between a Portfolio and a Resumé
  - (c) Features and uses of a Memo
  - (d) Different kinds of Reports
5. Your street is not being properly cleaned. Write a letter of complaint to the Health Officer of your area clearly stating 10
- the state of your street
  - why it is not cleaned
  - when was it last cleaned
  - how to solve the problem
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