

**BACHELOR OF COMPUTER APPLICATIONS
(BCA) (Revised)**

Term-End Examination

06864

December, 2015

BCS-055 : BUSINESS COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* questions.

1. Read the following passage and answer the questions given after it :

It is easy for writers to assume that readers are mirror-images of themselves, with matching interests and needs; but only in highly specialized writing is that often true. If you are writing for a high-level research journal, you can reasonably assume that other high-level researchers are much like you. But in most professional contexts,

your readers will want to use the information to meet needs different from yours in particular, in reports within industrial organizations, the amount of detail needed will vary considerably as information rises through the management hierarchy. In general, the higher the managerial level of your readers, the more their interests move from the technical *how* and *why* to the more commercial *to what purpose* and *at what cost*.

It is often helpful to sit and consider just what your reader will do after reading your paper : file it, reach for the phone, write a memorandum, sigh deeply, build some apparatus, write a cheque, arrange a meeting, sign an order, delegate someone to talk to you, re-use the information in an examination, or apologize to you ? Such speculation is not an invasion of privacy! It is a necessary part of bringing exactly into focus the aim of the document. Many documents fail because writers have not thought *enough* or *clearly* about their aims. Many writers

are content with vague ideas about the use of the document.

We are not saying that writers never consider their aims — just that they rarely consider them enough. Tactics must be based not on a half-conscious assumption, but on a detailed examination of the aims, which brings those aims fully into consciousness. We know of no better way of starting this process than visualising what, specifically and physically, your reader will do with the document.

When you have an important paper to write, try to write yourself a short job specification — a few sentences outlining your objectives, audience, constraints, and possible procedures. This 'target statement' will help you cross the mental barrier between a lazy, half-formed idea, and a clear idea. As so often, the act of writing down an idea transforms it. Try writing a target statement for the next piece of writing you undertake.

(a) Answer the questions given below :

- (i) Writers assume that “readers are mirror-images of themselves”. What does this phrase mean ? In what sort of writing is this true ? 2
- (ii) What kind of information do the managers who are higher up in the hierarchy prefer ? 2
- (iii) Why do several pieces of writing fail ? 2
- (iv) What is the author suggesting a writer should do, if s/he has an important document to write ? 2
- (v) Give a title to the passage. 2

(b) Find words from the passage which mean the same as the following : 10

- (i) differ (Paragraph 1)
- (ii) a system of organisation in which people have different ranks or positions depending on how important they are (Paragraph 1)
- (iii) pertaining to scientific and industrial topics (Paragraph 1)

- (iv) involving business (Paragraph 1)
- (v) give someone the duty of acting on your behalf (Paragraph 2)
- (vi) thinking about the possible effects of something (Paragraph 2)
- (vii) not clear (Paragraph 2)
- (viii) methods that are used in order to achieve what you want when you are dealing with other people (Paragraph 3)
- (ix) imagining what something is like by forming a mental picture of it (Paragraph 3)
- (x) something that limits or controls (Paragraph 4)

2. Fill in the blanks with *will*, *would*, *shall* or *should*.

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- (i) When my sister was three years old, she _____ tear the pages of my book.
- (ii) Your jacket is torn. You _____ get it repaired.

- (iii) The accountant has promised that he _____ disburse the salary tomorrow.
- (iv) _____ you return my book as soon as possible ?
- (v) We _____ avoid telephoning anyone late in the night.

3. Complete the following sentences with the past or past perfect form of the verbs given in brackets. Each blank is of $\frac{1}{2}$ mark.

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- (i) There _____ (be) no one in the school at 4 pm. Everyone _____ (leave) by then.
- (ii) I _____ (feel) very nervous in my first flight to Mumbai as I _____ (never, fly) before.
- (iii) I _____ (can) not recognise my old classmate Rahul, he _____ (grow) very tall and fat.
- (iv) Since I _____ (not, visit) my uncle for a long time, I _____ (feel) guilty.
- (v) My son _____ (look) very happy when he _____ (see) the new puppy on the floor.

4. Write short notes on any *two* of the following : $2 \times 5 = 10$

- (i) Organizing a Portfolio
- (ii) Group Discussions
- (iii) Features of a Memo
- (iv) Communication across Cultures

5. You are visiting a business associate in Singapore. S/he already knows about your visit. Write an e-mail to her/him giving information about your arrival date, day and time. Request for a pick-up at the airport.

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