

MCA (Revised) / BCA (Revised)

Term-End Examination

December, 2015

MCS-015 : COMMUNICATION SKILLS

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* questions.

1. Read the following passage and answer the questions given after it : 10

The telecom services have been recognised the world-over as an important tool for socio-economic development for a nation. It is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. Indian telecommunication sector has undergone a major process of transformation through significant policy reforms, particularly beginning with the announcement of NTP 1994, which was subsequently re-emphasized and carried forward under NTP 1999. Driven by various policy initiatives, the Indian telecom sector witnessed a complete transformation in the last decade. It has achieved a phenomenal growth in recent years and is poised to take a big leap in the future as well.

The Indian Telecommunications Network with 621 million connections (as on March 2011) is the third largest in the world. The sector has been growing at a speed of 45% in recent years. This rapid growth is possible due to various proactive and positive decisions of the Government and the contribution of both the public and the private sectors. The rapid strides in the telecom sector have been facilitated by the liberal policies that provide easy market access for telecom equipment and a fair regulatory framework for offering telecom services to the Indian consumers at affordable prices.

- (a) Suggest a suitable title for the passage. 2
- (b) What is the role of telecommunications in the growth of an economy ? 2
- (c) What has led to the mass changes in the Indian telecommunications scenario ? 2
- (d) Pick out from the passage, synonyms for the following words : 2
significant, fast, section, change
- (e) Pick out from the passage, antonyms (opposite) for the following words : 2
minor, insignificant, smallest, conservative

2. Fill in the blanks choosing the most suitable phrasal verb from those given below : 5×1=5

(Make changes in the form of the verbs where necessary)

look after, give up, turn down, show off, wear off, work out

- (a) The Umpire _____ the enthusiastic appeal from the bowler.
- (b) One should never _____ one's efforts in pursuit of excellence.
- (c) He always _____ his wealth.
- (d) Most of her make-up _____ before she reached the party.
- (e) The grandmother _____ the child while the family was away.

3. Write down the text of a group discussion between three participants on the issue of 'Increasing Violence against Women'.

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4. Write a letter of application along with your Curriculum Vitae (C.V.) for the job of a Marketing Executive in response to the following advertisement : 10+5=15

Position : Marketing Executive

Skills : Graduation degree,
excellent communication skills
in English, negotiation skills,
willingness to travel

Job profile : Knowledge of Tata Industries and procedures and the complete information on Tata products and Indian market

5. You are Krishna Mehra, Finance Head of ANZ Bank, New Delhi. Write a memo to all the Sales Executives to come for a review meeting on 10th August with a detailed account of the targets achieved by them in the last quarter. 10
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