

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

Term-End Examination

February, 2021

BCS-055 : BUSINESS COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer all **five** questions.

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

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Dr Collett suggests that if we compare the way different European nations use gestures, they fall into three groups. In the first group are the Nordic nations — the Swedes, Finns, Norwegians, and Danes — who use gestures very little. The second group includes nations such as the British, Germans, Dutch, Belgians, and Russians. They use some gestures, for example, when they are excited, or want to communicate over long distances, or to insult each other. The third group includes the Italians, Greeks, French, Spanish, and Portuguese. They use gestures a lot, to emphasize what they are saying, and to hold the

other person's attention. 'Even when they are silent,' says Dr. Collett, 'their hands are often busy sending messages through the medium of manual semaphore.'

Personal space

People's sense of 'personal space' — the distance that separates them from another person — also varies between people of different nationalities. What feels right for one nationality may feel uncomfortable for another. British zoologist, Desmond Morris, has identified three 'personal space' zones in Europe. In countries such as Spain, France, Italy, and Greece, people stand close enough to touch each other easily.

Morris calls this the 'elbow zone'. In East European countries such as Poland, Hungary, and Romania, people stand a little more distant. Morris calls this the 'wrist zone' because they are close enough to touch wrists. In Britain, Holland, Belgium, Germany, and the Scandinavian countries, people prefer to stand further away from each other, and they do not generally touch. This he calls the 'fingertips zone'.

Eye contact

Another cultural difference between nationalities is the amount of eye contact between people. In countries where people stand close to each other, in Morris's elbow zone,

eye contact is more frequent and lasts longer. Mediterranean countries, says Dr Collett, are 'high-look' cultures whereas north European countries are 'low-look' cultures. Children who grow up in a low-look cultures learn that it is rude to look too long at another person. In a high-look culture, eye contact, like physical contact and gestures, is a natural way of expressing your feelings and relating to other people. This explains why, for example, north Europeans visiting south European countries may feel uncomfortable at the way people look at them.

(a) Answer the following questions :

- (i) Which nationalities in Europe usually use 2
 - a. lots of gestures when they speak ?
 - b. very few gestures when they speak ?
- (ii) In a conversation, why might a north European move away from, and a South European move closer to, the person they are talking to ? 2
- (iii) Why might north Europeans visiting Mediterranean countries feel uncomfortable at the way people look at them ? 2
- (iv) Understanding the 'body language' of different nationalities is important in the business context. Discuss. 2
- (v) Give a title to the passage. Discuss why you chose the title. 2

- (b) Make a sentence each with the following words/phrases from the passage : 5
- (i) gestures
 - (ii) excited
 - (iii) personal space
 - (iv) eye contact
 - (v) rude
- (c) Find words from the passage which are the opposite of the following words : 5
- (i) appreciate
 - (ii) noisy
 - (iii) far
 - (iv) rare
 - (v) polite

2. Fill in the blanks with the correct forms of the verbs given in brackets : 5

In her career, Ms Paramvir _____ (travel) widely in Europe, the USA, and the Far East. She _____ (make) many useful contacts in these countries. Her professional experience _____ (give) her a wide knowledge of the luxury holiday market.

However, she _____ (never, travel) on a luxury train, but she _____ (travel) across China by an ordinary train when she was a student.

3. Complete the following sentences : 5
- (i) People would be healthier if _____.
 - (ii) If we banned cars in city centres, _____.
 - (iii) The air in our cities would be cleaner if _____.
 - (iv) If public transport were free _____.
 - (v) People wouldn't use their cars so much in cities if _____.
4. Write short notes on any **two** of the following, giving examples where necessary : 10
- (a) Setting up a business event
 - (b) Features of a memo
 - (c) Preparing to face an interview
 - (d) Characteristics of a business report
5. Assume that you have selected a company that you want to work for and the position you want to be hired for. Then answer this question : Why should this employer hire you for this job ? Give as many reasons as you can in a paragraph of 250 words. 10
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