

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

Term-End Examination

December, 2021

BCS-055 : BUSINESS COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* questions.

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

1 Silence is the absence of oral communication and may have some body signals, gestures, facial expressions, etc., associated with it. This is perhaps a very passive non-verbal medium, but it can become an effective communicative tool. The very absence of words allows the receiver to concentrate on other cues. When a person becomes silent, that in itself sends a message and usually silence communicates the mental status. Giving utterance to mental state is not only difficult, but at times, even undesirable. Silence is an effective tool for these moments. As the person becomes silent, he provides himself an opportunity of mental relaxation, as also gathering and organizing his thoughts.

2 Because it is a passive medium, silence also has the potential of being interpreted as a sign of suffering from fear or being respectful. But in the absence of verbal clarifications, the interpretation of silence could be wide. It can be shyness or disgust or sadness that prompts people to silence and it may not be an easy task to unravel its mystery. Misunderstanding silence is also common. People may read something totally off the mark in another person's silence.

3 Communicators, however, need to use silence, keeping in mind some of its limitations. One of the main limitations is that silence is often taken for assent, and it is difficult to express disagreement through it. In meetings and group activities, silence may rob the group of a member's viewpoint (that is, the primary cause of his presence). Remaining silent in such a setting may send out wrong signals : that either the person is not interested or that he is ignorant about the issues being discussed.

- (a) What are the body signals that help people interpret silence ? 2
- (b) What is the "message" that silence sends in a business context ? 2
- (c) "... the interpretation of silence could be wide." Discuss in the light of the passage. 3
- (d) What are the limitations of keeping silent ? 3

- (e) Find opposites of the following words from the passage : 5
- (i) presence (para 1)
 - (ii) tension (para 1)
 - (iii) narrow (para 2)
 - (iv) advantages (para 3)
 - (v) knowledgeable (para 3)
- (f) Make sentences of your own with the following words/phrases from the passage : 5
- (i) gestures
 - (ii) cues
 - (iii) off the mark
 - (iv) assent
 - (v) send out wrong signals

2. Write a composition in about 250 words on any **one** of the following : 10

- (a) My first day at work
- (b) Why I chose my present career ?
- (c) The work/profession that I would enjoy
- (d) The difficulties experienced in doing a particular job

3. Write short notes on any **two** of the following : 10

- (a) The importance of small talk in business communication
- (b) The different styles of communication
- (c) Features of a memo
- (d) A good interview

4. Complete the following with the appropriate form of the verb given in brackets :

5

- (a) You must never _____ (open) the door to a stranger.
- (b) He is _____ (look) forward to his annual vacation.
- (c) I _____ (see) the Qutub Minar last year.
- (d) Although I _____ (try) very hard, I did not succeed.
- (e) Every year, on his birthday, he _____ (host) a grand party for family and friends.

5. Change the following into passive voice :

5

- (a) We must not disobey the rules of the organisation.
 - (b) Nature has given us many treasures.
 - (c) Exercise can prevent many diseases.
 - (d) America made use of the first atom bomb.
 - (e) Virat Kohli has scored many sixes in his career.
-