

**BACHELOR OF COMPUTER APPLICATION
(BCA-REVISED)**

Term-End Examination

June, 2014

BCS-055 : BUSINESS COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer all the questions.

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

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.

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.

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.

1. Answer the questions given below. The questions are based on the reading passage.
- (a) Is English still considered a 'colonial relic' ? Discuss. 2
 - (b) Discuss the status of English in the contemporary world. 3
 - (c) Can English be considered as Indian language ? Discuss. 3
 - (d) Give a suitable title to the passage. Give reason(s) for your answer. 2
2. (a) Find words from the passage which mean **the same** as the following : 5
- (i) a belief or opinion held by many people and based on appearances.
 - (ii) a system /thing/ tradition from the past which has survived and continues to exist.
 - (iii) people making loud unfriendly statements / questions.
 - (iv) opportunity to enter.
 - (v) treated as unimportant.
- (b) Pick out words from reading the passage which are **opposite** to the words / phrases given below : 5
- (i) weak
 - (ii) excluding
 - (iii) rejected
 - (iv) local
 - (v) praise

3. Complete the following passage by supplying the correct **prepositions**. 5
- (a) There is a man I do not care _____ very much, an engineer _____ the name _____ Barlow. He has been _____ leave _____ quite a while. 5
- (b) Complete the following passage by correctly inserting a or the. 5
While I was walking along _____ main road _____ other day; I happened to notice _____ small brown leather purse lying on _____ pavement. I picked it up and opened it to see if I could find out _____ owner's name.
4. Write short notes on **any two** of the following : 10
- (a) 'STAR Structure'
- (b) Walk - in interviews
- (c) The importance of social 'small - talk' in business
- (d) Different styles of communication
5. Your company has a new MD who has asked all employees to write a *report* describing their job profile so that they may be appropriately trained. Write a profile of yourself in **150 words**. 10
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