

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

Term-End Examination

04686

June, 2016

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 : 12

Nowadays, audiences are used to seeing visual material during almost any sort of talk or presentation. Listening isn't easy and it helps a great deal if you have something to look at; in any case, human beings tend to remember what they see more readily than what they hear, and so audiences are grateful for the reinforcement of a

good visual aid. People also like looking at pictures — it makes a pleasant alternative to listening — and a change in the way in which information is presented adds variety and interest to the occasion and so helps them to concentrate.

For all these reasons, audiences want visual aids and most speakers provide them. There are, no doubt, some highly experienced, witty and knowledgeable people who can hold an audience's attention by themselves, but it's probably unwise to assume that either we or you are of their number.

If audiences are helped by visual aids, so are speakers themselves. Visual material is prepared in advance, and if it's well-designed and thoroughly checked, it becomes an area of the presentation that the speaker doesn't have to worry about, assuming, of course, that the equipment is available and functioning properly.

It also deflects attention from the speaker. This can be bad as well as good : it's possible to use so many visual aids that the audience feels that they are seeing a film or video rather than meeting and listening to a human being. As films and videos can be transported easily from one place to another, they may also feel that it was rather a waste of their time bothering to come to the venue on a particular day at a prescribed time, when they could have watched the whole thing at home at their leisure. On the other hand, many speakers like to feel that occasionally during the talk they are not the main focus of the audience's attention; this is often true at the beginning, and is a good reason for having a visual aid containing the subject and the speaker's name to show as the presentation starts. It may also be helpful in allowing the audience to see how the speaker's name is spelt.

Answer the questions given below :

- (i) How does the audience benefit from the use of visual aids in a presentation ? 2
- (ii) _____ people can hold the audience's attention without visual aids. 1
- (iii) Why is it a good idea to use visual aids on the part of the presenter ? 3
- (iv) Why is it necessary to have a visual right at the start of a presentation ? 2
- (v) What are some of the disadvantages of using visual aids ? 2
- (vi) Give an appropriate title to the passage. 2
2. Pick out words from the passage which mean the same as the following : 8
- (i) providing more evidence or support for an idea (Paragraph 1)
- (ii) Something different from what you already have (Paragraph 1)

- (iii) amusing in a clever way (Paragraph 2)
- (iv) minutely (Paragraph 3)
- (v) take the attention away (Paragraph 3)
- (vi) to take to some other place (Paragraph 3)
- (vii) place where an event is happening (Paragraph 3)
- (viii) at your convenience (Paragraph 3)

3. Fill in the blanks with the linking words given in the box.

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even though, whereas, so, after, since

- (i) The Guptas live far from the city centre, _____ they don't get many visitors.
- (ii) _____ she had promised to visit them, she went there the next day.
- (iii) The English eat potatoes, _____ the Chinese eat rice.
- (iv) He went to bed _____ he had finished the book.
- (v) My weeks in captivity weren't too terrible, _____ the food was awful.

4. Fill in the blanks with the appropriate form of the verbs given in brackets.

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(i) The Principal _____ (have) finished his round of the school and is returning to his office.

(ii) As soon as Richard _____ (hear) the news on the radio, he rushed to the accident site.

(iii) The message _____ (arrive) after he _____ (leave) the office.

(iv) I _____ (think) of inviting all my close friends for dinner.

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

(i) Business events

(ii) Writing an effective proposal

(iii) Different styles of communication

(iv) What is a Portfolio ?

6. There is an advertisement for recruitment of trainees in office management in your local newspaper. Write a letter of application, mentioning your organizational skills and educational background.

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