

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

Term-End Examination

04182

June, 2019

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 : 20

I don't think most people realize how stressful it can be to have multiple incomplete tasks hanging over your head. Just in case you are one of these people, let me assure you, it is stressful. I like to call this the "almost finished syndrome". It has always intrigued me because often, it would be relatively easy to simply bear down and complete something — not almost complete something, but really complete it 100 percent, and get it out of the way.

On many occasions, I've hired people for everything from a building or repair project around the house to an editing job at work. The person I've hired has been competent, creative, hard-working, skilled and motivated. Yet for some strange reason, they won't quite finish the job. Sure, they almost finish — sometimes they

are about 99 percent done, but that last remaining bit seems to hang over their heads (and mine too). Often the last 1 percent takes as long as the first 99 percent.

When you absolutely finish a project, several good things happen. First, you enjoy the nice feeling of a sense of completion. It feels good knowing you've set out to do something and it's done, it's out of the way. Completion allows you to move forward without the distraction of having things hanging over your head.

Beyond the obvious, however, is the respect you feel for yourself and the respect you secure from others when you complete something. You said you were going to do something, and you did it — all of it. You send the message to others that "I am a person of my word," "You can trust me," and "I am reliable." And you affirm the message to yourself : "I am competent and trustworthy." This makes people want to help you — and want to refer business to you and want you to succeed.

Whether you are working for a corporation or a customer, it's undeniable that people will be irritated at you if you don't complete your tasks as agreed. Further, they will be on your back, complaining to you and about you. How can this be worth the stress it so obviously creates ? Wouldn't it be easier to simply plan ahead and do whatever is necessary to get the job done — all the way done ?

This is an easy habit to break. Take an honest look at your own tendencies. If you are someone who often almost finishes something, take note of the tendency and commit yourself to that last final completion. You can do it — and when you do, your life is going to seem so much easier.

- (a) Answer the following questions :
- (i) What does the author mean by the phrase “almost finished syndrome” ? 2
 - (ii) Describe the feelings of yourself and others when you complete a project. (Give four examples). 4
 - (iii) What is the reaction of customers or a corporation when you leave things incomplete ? 2
 - (iv) Give a suitable title to the passage. Give reasons. 2
- (b) Make a sentence each with the following words/phrases from the passage : 5
- (i) Stressful
 - (ii) Occasions
 - (iii) Motivated
 - (iv) Sense of completion
 - (v) Reliable
- (c) Find words from the passage which are the opposite of the following words : 5
- (i) Peaceful
 - (ii) Difficult
 - (iii) Incapable
 - (iv) Fail
 - (v) Praising

2. Fill in the blanks with the verbs given in the brackets. 5

There _____ (be) a car by the side of the road.
It _____ (broke) down and the driver _____ (try)
to repair it. So, we _____ (stop) by to see if
we _____ (can) help.

3. Fill in the blanks with appropriate articles (a/an, the). 5

(a) In essence, strike out for _____ middle path between over-confidence and timidity. Entertain _____ healthy respect both for _____ people you work with and yourself.

(b) How do you get noticed when you're working as part of _____ team, and are expected to blend seamlessly with _____ rest ?

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

(a) Writing an effective CV

(b) Communicating across cultures

(c) Features of a good proposal

(d) Difference between a resumé and a portfolio

5. Your company owns a small field next to the factory. You will probably need it in a year or so if you extend the factory. What can you do with it in the meantime ? Write a dialogue in about 150 – 200 words, discussing the issue with your boss. 10