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BCS-055

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

Term-End Examination

June, 2020

BCS-055 : BUSINESS COMMUNICATION

Time : 2 Hours

Maximum Marks : 50

Note : Answer all the five questions.

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

The important thing is not where you were or where you are but where you want to get.

The progressive corporation plans company goals 10 to 15 years ahead. Executives who manage leading businesses must ask, "Where do we want our company to be 10 years from

P. T. O.

now ?” Then they gauge their efforts accordingly. New plant capacity is built not for today’s needs but rather for needs 5 to 10 years in the future. Research is undertaken to develop products which won’t appear for a decade or longer.

The modern corporation does not leave its future to chance. Should you ?

Each of us can learn a precious lesson from the forward-looking business. We can and should plan at least 10 years ahead. You must form an image now of the person you want to be 10 years from now if you are to become that image. This is a critical thought. Just as the business that neglects to plan ahead will be just another business (If it even survives), the individual that fails to set long-range goals will most certainly be just another person lost in life’s shuffle. Without goals we cannot grow.

Let me share with you an example of why we must have long-run goals to achieve real success. Just last week a youngman (let me call him F. B.) came to me with a career problem. F. B. looked well-mannered and intelligent. He was single and had finished college four years ago.

We talked for a while about what he was doing now, his education, his aptitudes, and general background. Then I said to him, "You came to see me for help on making a job change. What kind of job are you looking for?"

"Well," he said, "that's what I came to see you about. I don't know what I want to do."

His problem, of course, was a very common one. But I realized that just to arrange for the youngman to have interviews with several

possible employers would not help him. Trial and error is a pretty poor way to select a career. With dozens of career possibilities, odds of stumbling into the right choice are several dozen to one.

(a) Answer the following questions :

(i) In the context of the passage, explain the first line of the passage :

“The important thing is not where you were or where you are but where you want to get.” 3

(ii) Why do progressive corporations plan company goals 10 to 15 years ahead ? Discuss in the light of the passage. 2

(iii) What is the “critical through” which the writer is referring to ? 2

- (iv) What do you understand by about the character of F. B. ? 2
- (v) Give a suitable title to the passage. 1
- (b) Make a sentence with each of the following words/phrases from the passage: 5
- (i) gauge
 - (ii) undertaken
 - (iii) image
 - (iv) aptitude
 - (v) stumbling
- (c) Find words from the passage which are the opposite of the following words : 5
- (i) backward
 - (ii) old-fashioned

(iii) dies

(iv) failure

(v) dull

2. Complete the text with the correct form of the verb in brackets : 5

Sunil Sethis (be) at Ultra Tech Inc. since he (leave) college. Since he (join) the company, he (work) in three different departments. In his present job in the Sales Department, he (travel) to Spain every two or three months.

3. Complete the following sentences using must, mustn't or needn't : 5

(i) I've got an important meeting tomorrow, I be late.

- (ii) I haven't got any money left, I go to the ATM.
- (iii) The restaurant is never full. We book in advance.
- (iv) We've got plenty of time, we hurry.
- (v) Please check this letter carefully. There be any mistakes.
4. Your company has recently established a 'friendly coworker' programme in which employees are assigned to orient new employees to the company. You are part of this programme. Write a dialogue that you have with a new employee who has joined the marketing team. Introduce her to the manager and explain to her the policies of the company. Write the dialogue in about 150 to 200 words.

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

- (i) Social small talk in business
- (ii) The importance of Group Discussions
- (iii) The difference between a memo and a business letter
- (iv) Understanding other cultures is important in business