

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

Term-End Examination

00784

December, 2013

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 :

For starters, good negotiators find out everything they possibly can about the people they are negotiating with -what makes them tick, what they value, how they perceive the issue at hand. Money is usually a proxy for other deeper needs, and negotiations become easier once these needs are out in the open. "People fight over money because they don't know enough about each other," says Diamond. "Most people won't easily tell you their needs, but you have to persist in asking. You need to do research on every aspect of the individual. How long does it take for him to commute to work ? How close is he to retirement ? In the end, you need to see the pictures in their heads. It's more important to persuade them than anything you say or propose, including facts or expertise."

In the absence of specific information, people often go by stereotypes, taking guesses about what those on the other side of the table want. Diamond, who has done a fair amount of research on the subject of identity, says these biases can hurt negotiations: "Assuming things about the other person because he or she is American, Islamic, an attorney, a woman or the employee of a certain company is too imprecise. Our research found most successful women don't get their identities from being women - they get it from many other things. You should focus on each individual and how they view things at the moment of the negotiation," he says. Though people may feel more comfortable negotiating with those from a similar background, there is actually more to be gained if there is diversity at the negotiating table. "Differences are the source of profitability," says Diamond. "Work groups in which people disagree produce three times as many marketable ideas than consensus groups. Homogeneity is less profitable."

Still, when diversity at the negotiating table is high and people make insufficient efforts to understand each other, there is a danger of things becoming confrontational. Despite everything, threats and coercion remains common tools in negotiations, leading to conflict and communication breakdowns. When threatened, people become angry, irrational and indifferent to self-harm. "They focus from the solution to the threat itself. People lose sight of the goals and just want to retaliate. It becomes extremely personal," says Diamond.

Another destructive strategy often used by negotiators is to walk away from the table, which is probably the worst kind of threat. "Walking away sends a signal that you don't care enough to even talk to the other party. The alternatives are usually war, litigation or no deal."

The more important the negotiation is, the more emotional people tend to be. In such situations, the logic of facts and figures counts for very little. If a negotiator finds himself losing his calm, Diamond advises him to exit the negotiation and bring someone else. "If you become emotional, you lose," he says. "On the other hand, you have to be prepared to handle the emotional issues of the other party—empathize, apologize, listen to them, give them something they like. Otherwise they are not persuadable."

Answer the questions given below :

- (a) What do you think should be the title of the passage ? Give reasons for your answer. 2
- (b) What does a negotiator need to know for a successful negotiation ? Discuss. 2
- (c) "In the absence of specific information, people often go by stereotypes _____" Discuss this statement in the light of the passage. 2
- (d) Threats are also sometimes used in the negotiation process. What are the consequence(s)? List them. 2
- (e) When should a negotiator leave the table ? And why ? 2

2. (a) Find words from the text (i.e. Reading passage) which mean the same as the following words/phrases. 5
- (i) Prejudices
 - (ii) The ability to share someone else's feelings by imagining what it would be like to be in their situation.
 - (iii) Generally accepted decision among a group of people.
 - (iv) An act of forcefully persuading someone to do something that they are unwilling to do.
 - (v) To hurt someone because they have done/said something harmful to you.
- (b) Find words from the Reading passage which mean the opposite to the following words/phrases. 5
- (i) give up
 - (ii) loss
 - (iii) heterogeneity
 - (iv) solution
 - (v) peace
3. (a) Fill in the blanks with the correct forms of the verbs in brackets : 5
- (i) I am sure we _____ (meet) our targets if we _____ (maintain) our current level of sales.
 - (ii) If I _____ (be) in your position, I _____ (insist) on having more staff in the department.
 - (iii) I _____ (meet) an old business colleague of mine while I was travelling to Delhi for a conference.

- (b) Fill in the blanks with *a/an, the or no article*. 5
- Sanwa Bank, one of _____
world's largest banks, is offering its clients.
_____ Savings account for
_____ pets. Client's pets can hold
accounts where they can save for special
treats, _____ holidays, or visits to
_____ vet.
4. Write short notes on **any two** of the following : 10
- (a) Importance of a Portfolio in an interview
 - (b) Features of a Business Proposal
 - (c) An Effective Group Discussion
 - (d) Guidelines for writing e-mails
5. Imagine that you work in a Company's public 10
relations department. An American company has
written asking for some information about your
company. Draft a short letter briefly summarizing
your company's structure and the product(s) it
deals with.
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