

**MCA (Revised) / BCA (Revised)**

**Term-End Examination**

**June, 2016**

10836

**MCS-015 : COMMUNICATION SKILLS**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer all questions.*

1. Read the passage given below and answer the questions that follow :

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A client was working with a set goal to enroll three customers within 90 days for his new Internet business. Each week, he took the steps necessary to help him achieve his goal. And, each week he was one step closer to accomplishing his goal.

The end of his target was drawing near, and he still had two customers to enroll. His deadline passed without achieving his goal. Even though he had many potential customers, there were some details he had to work out first, which he hadn't originally thought of. Therefore, in his mind, he decided he had failed in achieving his goal. He was very disappointed and became discouraged and de-motivated. And consequently, he completely missed the success that was buried in his perceived 'failure'.

I suggested he takes a look at the life of Bill Gates. Certainly, he had his share of 'failures' along the way. When he failed to reach one of his goals, did he let that stop him ? Absolutely not !

Gates re-evaluated the goal, re-grouped, and revised. And, you can bet he didn't do this all on his own. He asked his key people to help. Gates recognised that successful people look at what's worked, learn from what hasn't, set new priorities, and then move on. You don't see them dragging their 'failures' into work with them every morning. Gates is where he is because he knows the importance of looking for the success in the 'failure'.

My client then put on this 'Bill Gates hat'. He re-evaluated the goal he had set and realized that had it not been for the actions he had already taken, he wouldn't have known he had to shore up his business infrastructure in order to be ready for his new customers. What first looked like a failure was actually a success. Once he took the time to reflect on and recognize the success in his 'failure', he was able to re-group and revise his strategy to reach his goal. He was now back on his way to achieving success ... from the inside out.

- (a) Why was the 'client' not able to achieve his goal? 2
- (b) What do you understand by the phrase 'success buried in his failure'? 2
- (c) What was the secret of Bill Gates' success? 2
- (d) Explain the phrase 'put on his Bill Gates hat'. 2
- (e) Find words in the passage which mean the same as 2
- (i) as a result
- (ii) plan of action

2. Do as directed.

5×1=5

- (a) The bell has been rung.  
(Rewrite in the active voice)
- (b) Three months ago he \_\_\_\_\_ (be) sentenced to rigorous imprisonment.  
(Put the correct form of the verb in the brackets)
- (c) I have disposed off my car.  
(Rewrite correctly)
- (d) I am going to \_\_\_\_\_ (take, give) my higher secondary exam next year.  
(Choose the correct option in the brackets)
- (e) You can't get good marks unless you don't work hard.  
(Rewrite the sentence correctly)

3. A reputed firm is interested in placing an order for 100 computers. Write a conversation between the Marketing Manager of HCL, and a sales representative of Tech India who wants to seek information regarding the availability of computers, maximum time for delivery, discount for bulk purchase, after sales service and time limit for payment. You must take ten turns. 10
4. You are Nidhi Khanna. You have completed an MBA course. Write an application for the post of Finance Executive of Brick World Pvt. Ltd. Enclose a C.V. along with the letter of application. 10+5
5. Enumerate the qualities required to become a good negotiator in order to run one's business successfully. 10
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