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BCS-055

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

Term-End Examination

June, 2021

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 that follow :

Problem solving is wrestling with algebra or chemistry homework. But it's also taking on the day-to-day challenges of being a human being. At school or work, you are confronted by challenging situations. For example, what do you do about a lost wallet, a misunderstanding with a friend or co-worker, or a forgotten

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assignment ? How well and how quickly you deal with these situations matters ? Your problem-solving skills can greatly influence your personal and professional success.

A + Appeal

The ability to solve problems efficiently is one of the top 10 qualities that companies want in new employees. This is what Kellah M. Edens says. She is an education professor at the University of South Carolina in Columbia. "During job interviews, it's common to be asked 'what if' questions," says Edens. "How you answer will demonstrate your problem-solving ability. Generally, these questions deal with real problems in the workplace."

Why do interviewers ask "what if" questions ? Applicants with good problem-solving skills usually have positive personality traits, such as patience, independence and curiosity. Good

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problem solvers usually have self-esteem, competence and a responsible attitude toward decision-making. “Other problem-solving traits include flexibility, open-mindedness and tolerance for ambiguity (uncertainty).” says Edens.

Step-by-Step

The most productive problem solvers are also creative. Take Albert Einstein. The world-famous physicist understood that most problems have many possible answers. And the first answer is not always the best. Generating multiple solutions is highly desirable. To do this, you must think less rigidly, or ‘outside the box’, says Michael Michalko, author of *Thinkertoys : A Handbook of Business Creativity*.

Evaluate each alternative. Don criticize yourself or feel embarrassed by any errors you make, writes Michael E. Martinez, an education professor at the University of

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California at Irvine. If one real-life exercise doesn’t get the hoped-for result, try another and another. Remain coolheaded. “Allow enough time for ideas to form”, suggests Edens.

How do you do that? Take a step-by-step approach to problem solving.

- (I) State the problem in the form of a question. Make it clear and specific.
- (II) Gather accurate information.
- (III) Brainstorm a wide variety of solutions, both creative and conventional.
- (IV) Examine and try alternatives.
- (V) Choose a solution.
 - (i) Why is it important to develop problem-solving skills ? 2
 - (ii) Why do you think employees ask ‘what if ’ questions during a job interview ? 2
 - (iii) What traits do good problem solvers have ? Why are they important ? 2

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- (iv) How do you think Albert Einstein tried to solve problems ? Why ? 2
- (v) What must you do to generate multiple solutions ? What two things shouldn't you do ? 4
- (vi) Make sentences with the following words/phrases in your own words. Do not copy from the passage : 8
- wrestling with, confronted by, deal with, demonstrate, curiosity, self-esteem, out-of-the-box, coolheaded
2. The students in your study centre do not have a place to meet or relax before or after class. Your centre has an extra room, but it is old and dirty without chairs and tables. You want to turn this space into a 'student room'. Write a letter to the head of the study centre, persuading him/her to agree to your ideas.
- Describe in detail what you want implemented. Give some suggestions on how this might be done. 10

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3. Write short notes on any *two* of the following : 5 each
- (i) Walk-in interviews
- (ii) The importance of small-talk in business encounters.
- (iii) Features of a proposal
- (iv) Communicating across cultures
4. People were asked about things that really annoyed them. Complete their answers with the comparative or superlative form of the adjective/adverb in brackets. One is done for you. 5
- (i) For me *the worst* (bad) thing is walking along the street with a boy who's constantly looking at his reflection in shop windows because he thinks he's (good-looking) person in the world.
- (ii) There's nothing (irritating) than trying to tie a shoe lace when one end is much (short) than the other.

(iii) For me (annoying) thing is sitting next to a person with headphones on a bus, moving his head with the music.

5. Change the following sentences into passive voice : 5

(i) He may win the prize.

(ii) The doctor was examining the patient.

(iii) We must respect our elders.

(iv) They built a new bridge over the river.

(v) A iteam of experts is preparing the report.