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**BCS-055**

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

**Term-End Examination**

**June, 2024**

**BCS-055 : BUSINESS COMMUNICATION**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions.*

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

Cultural differences between Japanese and American managers have presented the biggest obstacles to Japanese companies investing in America.

A seminar for Japanese executives working in America was attended by 25 men, nearly all of them in identical dark suits. Despite the room's

**P. T. O.**

stifling heating system, they resolutely refused to remove their jackets. Their coffee break lasted exactly the scheduled ten minutes. They did not ask any questions until after they had got know one another a bit better at lunch. They were usually deferential and always polite.

A similar seminar for 25 Americans working for Japanese subsidiaries in America included eight women. Several of the men removed their jackets on entering the room. A ten-minute coffee break stretched beyond 20 minutes. Participants asked questions and several aggressively contradicted what the speakers had to say.

According to Mr. Thomas Lifson of Harvard and Mr. Yoshihiro Tsurumi of New York's Baruch College—the two main speakers at both seminars—misunderstandings between Japanese and American managers are possible at nearly every encounter. They can begin at the first recruiting interview. A big American company

typically hires people to fill particular slots. Its bosses know that Americans are mobile people, who have a limited commitment to any particular employer or part of the country. As a result, jobs are clearly defined and so are the skills needed to fill them. American firms hire and fire almost at will.

The assumptions (and the expectations) of the Japanese managers of Japanese subsidiaries in America could hardly be more different. They hire people more for the skills they will acquire after joining the company than for their existing skills.

American managers rely heavily on number-packed memoranda and the like. The Japanese colleagues prefer informal consultations which lead eventually to a consensus. According to Mr. Tsurumi, they find comical the sight of American managers in adjacent offices exchanging memos.

Confronted with a dispute between middle managers, most Japanese superiors refuse to

become involved, expecting the managers themselves to resolve the issue. The Americans conclude, wrongly, that their Japanese bosses are indecisive or incompetent. Japanese managers do not share the American belief that conflict is inevitable, and sometimes healthy. They want to believe that employees form one big happy family.

(a) Answer the following questions :

- (i) Describe *two* cultural differences between Japanese executives and American executives. 2
- (ii) Why did the Japanese not ask questions until after lunch ? 2
- (iii) Japanese companies recruit less experienced employees. Why ? 2
- (iv) What is the difference between Americans and Japanese handling of conflict ? 2
- (v) Give a title to the passage. 2

- (b) Find words from the passage which mean the same as the following words / phrases :

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- (i) deterrant (para 1)
- (ii) respectful (para 2)
- (iii) forcefully (para 3)
- (iv) meeting (para 4)
- (v) agreement (para 6)

- (c) Make sentences of your own with the following words :

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- (i) contradicted
- (ii) commitment
- (iii) misunderstanding
- (iv) expectation
- (v) indecisive

2. (a) Change the following sentences into the passive voice :

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- (i) They will close the shop tomorrow.
- (ii) The child was eating an apple when the door-bell rang.

(iii) They have built a new bridge over the river.

(iv) The college will celebrate its Annual Day next week.

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

(b) Fill in the blanks with appropriate form of the verbs : 5

(i) Promila ..... for the last three hours. (sleep)

(ii) Sunil ..... early since I started my new job. (get up)

(iii) When I ..... (arrive) at the supermarket, the manager ..... (guide) me through the shop.

(iv) As we were watching, the boy ..... (fall) into the harbour.

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

(i) Rules for a successful group discussion

(ii) A framework for proposals

(iii) Facing a phone interview

(iv) Organising a portfolio

4. Write a composition in about **250** words on any *one* of the following : 10
- (i) How would life be different if there was no internet ?
  - (ii) Increasing globalization would lead to the mingling of cultures and traditions.
  - (iii) Our homes in the future.
  - (iv) Improving the quality of life in the cities.