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BCS-055

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

Term-End Examination

December, 2022

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 it :

To me, there are very few human qualities less appealing than someone who is highly self-absorbed. A person who falls into this category takes him or herself extremely seriously. They love to listen to themselves speak, and value their own time—but no one else's. They are usually quite selfish with their time, love, and money, in addition to lacking compassion for those less fortunate. They are arrogant and

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come across as pompous and self-righteous. Self-absorbed individuals see others and often treat others as instruments or objects to get something they want. They usually see only one point of view—their own. They are right, and everyone else is wrong, unless, of course, you agree with them.

People who are self-absorbed can be rude, insensitive to the feelings of others, and primarily interested in themselves—their own wants, needs, and desires. They tend to see people in a hierarchical manner. In other words, they see certain people as being beneath them and, as such, they see them as less important than they are. Finally, self-absorbed people are poor listeners because, quite frankly, they aren't very interested in other people beyond a superficial level.

Obviously, I'm painting a worst-case scenario picture. Very few people are quite this bad. I paint this picture, however, because I believe it's important to be fully aware of what type of

person you absolutely never, under any set of circumstances, want to become. This encourages you to be certain that none of these ugly characteristics ever creep into your life, and if they do, that you act quickly to move in a different direction.

Don't confuse self esteem with self-absorption. The two are completely unrelated. In fact, you could say that the two are virtually opposite in nature. A person with high self-esteem loves others and feels good about herself. Because she already has what she needs in an emotional sense (feeling positive about herself), her natural instinct is to reach out to others in an unselfish way. She's extremely interested in hearing what other people have to say and in learning from them. She's very compassionate, always looking for ways to be of service or ways to be kind and generous. She is humble and treats everyone with respect and kindness.

There are many excellent reasons to become less self-absorbed. To begin with, as you can see

by the picture I have painted, being self-absorbed is an ugly human quality. Beyond that, being self-absorbed is highly stressful. In fact, self-absorbed people sweat the small stuff as much, or more, than any other group of people—everything bothers or frustrates them. It seems that nothing is ever good enough.

For instance, self-absorbed people often have very poor learning curves. Since they don't listen well and aren't interested in other people, they don't have the advantage of learning from them. In addition, self-absorption comes across loud and clear to others, making them extremely resistant to wanting to be supportive or of any significant help. It's difficult to cheer on an arrogant person. In fact, it's tempting to want to see them fail.

(a) Answer the following questions :

- (i) List *four* qualities of highly self-absorbed people.

- (ii) What do you think the writer means by the phrase “they tend to see people in a hierarchical manner” ? 2
- (iii) What according to the writer is difference between a self-absorbed person and a person who has self-esteem ? 2
- (iv) Why are self-absorbed people highly stressed ? 2
- (v) Why do you think self-absorbed people are unlikely to succeed ? 2
- (b) Pick out words from the passage which mean the same as the following words/phrases : 5
- (i) Sympathy and consideration (para 1)
- (ii) having a sense of self-importance (para 1)
- (iii) pride and faith in oneself (para 4)
- (iv) makes them energy and disheartened (para 5)
- (v) proud and conceited person (para 6)

(c) Make sentences of your own with each of the following words from the passage : 5

- (i) Point of view
- (ii) Superficial
- (iii) Creep into your life
- (iv) Supportive
- (v) Humble

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

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- (i) Preparing for an interview
- (ii) The importance of small talk in business
- (iii) Organising oneself for business travel
- (iv) Different styles and types of communicators
- (v) Types of internal communication

3. (a) Fill in the blanks with appropriate conjunctions in the sentences given below :

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if, incase, unless, until, when

- (i) We are unable to supply the goods we receive payment in advance.
 - (ii) A spare axle is provided one is damaged during routine use.
 - (iii) The machine should not be modified a service engineering is present.
 - (iv) The filter should be changed the unit has been in operation for two months.
 - (v) The red light will come on the machine overheats.
- (b) Rewrite the sentences in the passive voice :

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- (i) Somebody cleans the office everyday.
- (ii) They cancelled all flights because of the fog.
- (iii) How do people learn languages ?
- (iv) People don't use this road very often.

(v) They have built a new hospital near the airport.

4. Make a short presentation using about *ten* slides on any **one** of the following topics : 10

(i) An industry that interests you

(ii) Changes that you would like at your workplace