

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

**Term-End Examination**

**June, 2015**

01073

**MCS-015 : COMMUNICATION SKILLS**

*Time : 2 hours*

*Maximum Marks : 50*

**Note : Answer all questions.**

1. Read the following passage and answer the questions given after it : 10

Growing at an annual compound rate of 40% for the past five years, the Information Technology industry has become one of the largest foreign exchange earners in India. During this period, growth achieved by the IT industry seems unattainable for many others in the current economic scenario.

The past five years have seen the Indian IT industry go through fundamental changes. Earlier, IT industry was equated with hardware, which was then the major bread earner. But now software accounts for more than half of the Industry's total revenue. The transition has not happened overnight. Some factors aiding to the

downfall of the hardware sector have been the following : Lack of government spending, adverse policies and the Y2K problem which has pumped in millions of dollars into software. The hardware sector faced with huge tariffs was forced into a corner in the early nineties, when manufacturing became unviable. This goaded Indian hardware companies into joint ventures with international majors for marketing their products in India. The sector still faces stiff competition from the unorganized sector.

- (i) Give a suitable title for the passage. 2
- (ii) What is unique about the IT industry in the present economic scenario ? 2
- (iii) Why did the IT industry go through a fundamental change ? 2
- (iv) What are the major factors responsible for the downfall of the hardware sector ? 2
- (v) Pick out suitable synonyms from the passage for the following words : 2

yearly, vital, change, compelled.

2. Fill in the blanks choosing the most suitable phrasal verb from those given below : 5×1=5

(Make changes in the form of the verbs where necessary)

blow up, ask around, bring up, chip in, get along, fall down.

- (i) I \_\_\_\_\_ but nobody had seen my wallet.
- (ii) The racing car \_\_\_\_\_ after it crashed into the fence.
- (iii) His grandparents \_\_\_\_\_ him \_\_\_\_\_ after the death of his parents.
- (iv) If everyone \_\_\_\_\_, we can get the kitchen painted by noon.
- (v) I was surprised how well my new girlfriend and my sister \_\_\_\_\_ .

3. Write down the text of a group discussion between three participants on the issue of 'Changing role of Indian women'. 10

4. Write a letter of application along with your Curriculum Vitae (CV) for the job of a Tele-caller in response to the following advertisement : 10+5=15

Position : Tele-caller

Job-profile : Graduation Degree

Good Communication Skills

Knowledge of Company's

profile and products i.e. HCL

5. You are Akshat Khanna, Head, Publicity Division, Hindustan Times. Write a memo to all the sales executives to come for a review meeting on July 20<sup>th</sup> with a detailed activity report of all the assignments and targets achieved by them in the last quarter.

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