

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

**Term-End Examination**

02340

**June, 2017**

**BCS-055 : BUSINESS COMMUNICATION**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer **all** questions. There are five questions.*

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

1      Looking back, the common man and woman have been bit players in our histories, their role determined by statistics and crowds. It is only recently, particularly since the 1970s, with the rise of labour productivity and the knowledge economy, that the political power of people has been accompanied with greater economic power.

2 This shift in power has been especially significant in India. For a long time, governments regarded the country's population as its great liability. Vastly poor and illiterate, India's people were 'the great unwashed', a burden not just for the country but also a worry for the rest of the world. Today, however, India's growth is credited to its strength in human capital, and the rise of IT in India, for instance, is seen in terms of 'Indian talent', as entrepreneurs and workers overcame the barriers that existed in the 1990s to drive growth.

3 Our human capital has thus transformed from an albatross into India's most significant advantage. There is a growing realization within our government that India's most critical reforms will be those that impact the quality of our upcoming demographic dividend — and it is consequently policies in education, health and

labour laws that are receiving the closest attention.

4 But the role of people as 'human capital' requires props that are still missing, or only half there. Our vast numbers of people can only participate in our growth story if we provide them 'access' — to the roads that take them to work, to lights that allow them to study at night and the English skills that enable them to tap into the benefits of our growth.

5 In some ways, the rise of this boom generation is in itself paving the way towards the solutions it needs. The exuberance of this demographic, this pool of restless, ambitious, young workers not hamstrung by tradition and old habit, is a shot in the arm in terms of new ideas and opportunities. And democracy is ensuring that their voices are heard, and the state is beginning to respond.

- (a) What does the writer mean by “bit players”? 1
- (b) Describe in your own words the change that has occurred since the 1970s. 2
- (c) How was India’s teeming population looked at in the past and how is it now viewed? 2
- (d) What is the ‘access’ required which will enable our large population of youth to join the growth story? 3
- (e) Describe some of the characteristics of this “boom generation”. 2
2. (a) Find words from the reading passage which mean the same as the following words/phrases : 5
- (i) something which is regarded as a disadvantage (Paragraph 2)
- (ii) persons who set up businesses  
(Paragraph 2)
- (iii) a very large, chiefly white oceanic bird  
(Paragraph 3)
- (iv) support structures (Paragraph 4)
- (v) relating to the structure of populations  
(Paragraph 5)

(b) Find words from the passage which mean the opposite of the following words/phrases : 5

(i) important (Paragraph 1)

(ii) educated (Paragraph 2)

(iii) minor (Paragraph 3)

(iv) demerits (Paragraph 4)

(v) listlessness (Paragraph 5)

3. (a) Change the following passive sentences into active ones : 5

(i) Your order has been received by us.

(ii) You have been booked at the Palace Hotel.

(iii) The arrangements for your stay will be made by us.

(iv) You will be received at the airport by our manager.

(v) Our range of garments will certainly be liked by you.

(b) There is something wrong with the sentences given below. Correct these sentences.

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- (i) When you will come to my office ?
- (ii) Mona is late always.
- (iii) We have visited Nainital last summer.
- (iv) Sonu is working at this company for the last seven years.
- (v) Does many countries have a pollution problem ?

4. Write short notes on any *two* of the following : 10

- (a) It is important to have knowledge of different cultures
- (b) Effective group discussions
- (c) Basic components of a Business Proposal
- (d) Difference between a memo and an office order

5. A benefactor has given a sum of money to your college. One condition of the gift is that both the students and staff must be involved in deciding how the money is to be used. You have been asked by the Principal of the college to survey the views of staff and students and to present her with an information report. Write a report in 250 words.

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