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**BCS-055**

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

**Term-End Examination**

**December, 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 that follow :

To be sure, leadership does demand a certain toughness—at times. The art of leadership entails knowing when to be assertive—for example, confronting someone directly about

their performance lapses—and when to be collegial and use less direct ways to guide or influence.

Leadership demands tough decision-making : Someone has to tell people what to do, hold people to their obligations, be explicit about consequences. Persuasion, consensus building, and all the other arts of influence do not always do the job. Sometimes it comes down to simply using the power of one's position to get people to act.

A common failing of leaders, from supervisors to top executives, is the failure to be emphatically assertive when necessary. One obstacle to such assertiveness is passivity, as can happen when someone is more concerned with being liked than with getting the job done

right, and so tolerates poor performance rather than confronting it. People who are extremely uncomfortable with confrontation or anger are also often reluctant to take an assertive stance even when it is called for.

Incompetence here can show up in something as commonplace as failing to take the helm in a meeting and so letting it meander rather than steering it directly to key agenda items. Another deficiency in leadership in this area is the inability to be clear and firm. This results in workers not knowing what's expected of them.

One sign of an assertive leader is the ability to say no firmly and definitively. Another is to set an expectation of high standards for performance or quality and insist people meet

them, even publicly monitoring performance if necessary.

When people fail to perform, the leader's task is to give helpful feedback rather than let the moment—and the lapse—go unnoted. And when someone consistently performs poorly, despite all attempts at helpful feedback and development, the lapse has to be confronted directly and openly.

Take the manager who says, “My predecessor didn't establish any discipline about meetings. The first meeting I ran, people straggled in late and weren't prepared. So when it happened a third time I put my foot down. I said, ‘Ladies and gentlemen, I can't accept this behavior. I'm postponing this meeting for two days. Be on

time and be prepared, or there'll be hell to pay'."

(a) Answer the following questions :

- (i) "Leadership demands tough decision-making." Discuss. 2
- (ii) Why do some leaders dislike being assertive ? Give *two* reasons. 2
- (iii) What should a good leader do when people perform below standard ? 2
- (iv) Write **60** words about the best leader you have worked with in your life. 3
- (v) Give a suitable title to the passage. 1

(b) Find words from the passage which are the *opposite* of the following words : 5

- (i) unique (para 4)
- (ii) weak (para 2)
- (iii) timid (para 1)
- (iv) excellently (para 6)
- (v) privately (para 5)

(c) Make sentences in your own words with each of the words/phrases given below : 5

- (i) persuasion
- (ii) common failing
- (iii) obstacle
- (iv) deficiency
- (v) helpful feedback

2. You have received a call letter from a company for the interview you had applied for. Unfortunately you are unable to attend on the given date. Write an e-mail to 'The Manager, HR' of the company. In the letter : 10

- express regret
- explain the reason for inability to attend
- request for another date

Write in about **150** words.

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

5+5

- (i) Group Discussions

- (ii) Features of a Proposal
- (iii) External Communication
- (iv) Preparing for Interviews

4. (a) Fill in the blanks with the correct form the verbs given in brackets : 5

(i) After he ..... (leave) we discussed his suggestions.

(ii) I ..... (not see) her since she left school a year ago.

(iii) Whenever I go to his house, he ..... (work)

(iv) Wherever you ..... (go), I shall be thinking of you.

(v) They spoke to him as if he ..... (be) mad.

(b) Fill in the blanks with appropriate prepositions : 5

(i) His knowledge ..... the ancient history of India is amazing.

- (ii) He made a fortune ..... buying  
and selling antiques.
- (iii) Visitors to the Gardens were  
prohibited ..... walking on the  
grass.
- (iv) He showed a strong dislike .....  
work of any kind.
- (v) He was angry ..... his brother for  
making such a discourteous remark.

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