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BCS-055

BACHELOR OF COMPUTER

APPLICATIONS

(BCA) (REVISED)

Term-End Examination

December, 2025

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 :

The rise of social media has heralded an era of unprecedented connectivity, transforming

the landscape of human interaction and information dissemination. On the positive side, social media platforms have bridged vast distances, enabling individuals to communicate instantaneously across the globe. Long-lost friends can reconnect, families separated by oceans can share moments in real-time, and communities can organize and mobilize for social causes with unprecedented speed and efficiency. Moreover, social media has democratized access to information, empowering individuals to express themselves, share their stories, and engage in public discourse. It has become a vital tool for activism, allowing marginalized groups to amplify their voices and catalyze social change.

Also, businesses and entrepreneurs have leveraged social media to reach targeted audiences, promote their products and services, and foster customer engagement. However, the ubiquity of social media has also given rise to a myriad of challenges. The curated nature of content on these platforms often leads to unrealistic comparisons and feelings of inadequacy among users, fostering a culture of perfectionism and insecurity. Furthermore, the rampant spread of misinformation and fake news has sown seeds of distrust and polarization, undermining the credibility of traditional media sources and exacerbating societal divisions.

The addictive nature of social media, characterized by endless scrolling and dopamine-driven feedback loops, has been linked to a host of mental health issues, including anxiety, depression, and low self-esteem. Moreover, concerns regarding privacy breaches, data mining, and online harassment have cast a shadow over the promise of social media as a force for positive change. As society grapples with the pros and cons of the digital age, it becomes imperative to strike a balance between harnessing the potential of social media for good while mitigating its harmful effects.

Questions :

- (a) How has social media facilitated global connectivity, according to the passage ?

- (b) In what ways has social media empowered marginalized communities ?
2
- (c) What are some challenges associated with the curated nature of content on social media platforms ?
2
- (d) How has the spread of misinformation affected societal trust in media sources ?
2
- (e) What are some mental health issues linked to the addictive nature of social media use ?
2
2. Find words from the text (i.e., Reading passage) which mean the same as the following words/phrases :
5
- (i) Unprecedented

- (ii) Mobilize
- (iii) Democratized
- (iv) Amplify
- (v) Ubiquity

3. Find words from the Reading passage which mean the opposite to the following words/ phrases :

5

- (i) Sufficiency
- (ii) Trust
- (iii) Alleviating
- (iv) Non-addictive
- (v) Imbalance

4. Fill in the blanks with suitable articles ('a', 'an', 'the') : 5

- (i) Mindfulness meditation can be effective tool for managing stress and anxiety.
- (ii) Practicing mindfulness meditation regularly can lead to improvement in focus and concentration.
- (iii) emotional regulation is one of key benefits of mindfulness meditation.
- (iv) Many studies have demonstrated positive impact of mindfulness meditation on the mental well-being.

5. Fill in the blanks with suitable prepositions :

5

(i) She is interested learning
new languages.

(ii) The book is located the top
shelf.

(iii) We went for a walk the park.

(iv) He apologized his mistake.

(v) The cat jumped the table.

6. Write short notes on any *two* of the following

topics : 10

(a) Significance of a Portfolio during an
Interview

(b) Characteristics of a Business Proposal

(c) Strategies for a Productive Group Discussion

(d) Tips for drafting Professional e-mails

7. Imagine you have received correspondence from the Infosys company seeking details about your organization. Draft a letter outlining your company's structure and the products it offers. 10

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