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MCS-015

**MASTER OF COMPUTER
APPLICATIONS/BACHELOR OF
COMPUTER APPLICATIONS
(REVISED)
(MCA/BCA)**

Term-End Examination

June, 2026

MCS-015 : COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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

In today's interconnected world, social media has emerged as a powerful tool shaping human interaction, information dissemination, and societal dynamics. Its importance transcends geographical boundaries, bringing people together, facilitating communication, and driving socio-political movements.

Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have revolutionized the way individuals and organizations communicate. They provide a virtual space for sharing thoughts, ideas, and experiences instantaneously, fostering

connections among people from diverse backgrounds and cultures. Moreover, social media serves as a catalyst for social change by amplifying voices that were previously marginalized or silenced.

The impact of social media extends beyond personal interactions to influence various aspects of society. From marketing and advertising to politics and activism, social media plays a pivotal role in shaping public opinion and driving conversations. Businesses leverage social media to reach their target audience, engage with customers, and build brand loyalty. Similarly, political campaigns harness the power of social media to mobilize supporters,

disseminate information, and sway voter sentiment.

Also, social media serves as a rich source of information and entertainment, offering users access to a vast array of content ranging from news updates and educational resources to memes and viral videos. However, amidst the abundance of information, there are concerns regarding the spread of misinformation, cyberbullying, and privacy breaches, highlighting the need for digital literacy and responsible online behavior.

Broadly, the importance of social media in today's world cannot be overstated. It has transformed the way we communicate,

connect, and consume information, shaping our perceptions and interactions in profound ways.

Questions :

5×2=10

- (a) How has social media transformed human interaction according to the passage ?
- (b) Discuss the role of social media in driving social change and amplifying marginalized voices.
- (c) How do businesses utilize social media for marketing and customer engagement ?
- (d) In what ways do political campaigns leverage social media to influence public opinion ?

- (e) What are some concerns associated with social media mentioned in the passage, and how can they be addressed ?

2. Fill in the blanks choosing the most suitable phrasal verbs from the given options. (Make changes in verb form if necessary) : $5 \times 1 = 5$

- (a) The manager asked the team to their ideas for the upcoming project.

(i) come up with

(ii) come across

- (b) We need to the meeting until everyone arrives.

(i) hold off

(ii) hold on

(c) The new employee needs time to the company's procedures.

(i) catch on to

(ii) catch up on

(d) She promised to the paperwork before the deadline.

(i) sort out

(ii) sort through

(e) The chef will the recipe if you have any dietary restrictions.

(i) cater to

(ii) cater for

3. Write the text of a group discussion among three participants on job opportunities and income inequality, considering both its positive effects on economic growth and

negative consequences for marginalized communities. 10

4. In response to an advertisement in 'The Hindustan Times,' write a job application along with your curriculum vitae, for the job of Chief Technical Officer in a leading multinational company. 10+5
5. Imagine you are working as a Personnel Manager in the Human Resource Department of IT Solutions. A system of new security protocols has been proposed. Write a memo to the staff informing them about the proposed security guidelines. 10

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