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BCS-055

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

Term-End Examination

June, 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 it :

Presence is a magical quality that is difficult to define. In fact, it's easier to describe its absence. In other words, you can

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P. T. O.

usually tell in an instant the difference between someone who has it—and someone who doesn't. A person with powerful presence is said to be charismatic and magnanimous—people are drawn to his or her energy.

Having a strong presence does not necessarily mean you are outgoing, although it might. It's more a matter of being centered in yourself, comfortable with who you are, and completely absorbed in the moment. When you have a strong presence, the people you are with sense that you are truly “right there” with them, fully present. Your mind isn't drifting somewhere else. Instead, you are focused on what's going on

and you are truly listening to what is being said. All of your energy is focused on the person who is talking to you.

So much of the stress that we experience has to do with our minds being in too many places at the same time. We are doing one thing, yet preoccupied with a dozen others. We're distracted by our own thoughts, concerns, and worries. Being present eases our stress because our minds are drawn back to this particular moment, fully attentive to the task at hand. We begin to operate at an optimal mental pace with near-perfect concentration. Although we are working smarter and more effectively, we become calmer and more relaxed.

Our stress is further reduced because of the increased enjoyment we experience. It's difficult to experience genuine satisfaction when your mind is too busy, scattered here and there, thinking about three or four things at once. Yet when your mind is focused, when you are fully present and engaged, your world comes alive. Everyday, ordinary experiences are seen in a new light. In many instances, they begin to appear quite extraordinary. Think about your hobbies. There's nothing inherently exhilarating about bird watching, knitting, or tinkering with your car. However, when you are fully present, these activities and so many others come alive—they become

genuine sources of satisfaction. When you are fully present, something as simple as reading a book can become, for the moment, the most intriguing part of your life. You become lost in the story. Yet when you lack focus, that same book can seem boring and insignificant.

When you have presence with others, they are drawn to you. They relax around you and become undefensive. They enjoy your company and feel your sincerity; they feel important when they are with you. They want to do business with you and see you succeed. They are highly cooperative and rarely adversarial. They respect your boundaries and your wishes, and listen to

what you have to say. Presence makes every interaction you have more interesting, since every conversation is a potential source of joy. In the absence of presence, all of this disappears. Interactions become habitual, lifeless, and boring.

(a) Answer the following questions :

(i) Suggest an appropriate title to the passage. 1

(ii) Why does strengthening your presence make your experience at the workplace more effective and enjoyable ? 2

(iii) “Presence is a magical quality that is difficult to define.” What does “magical quality” suggest in the

context of the passage ? Why is it

difficult to define ? 3

(iv) How does having a strong presence

reduce stress at the workplace ? 2

(v) What happens when there is an

“absence” of presence ? 2

(b) Make sentences of your own with any

five of the following words from the

passage : 5

(i) concentration

(ii) magnanimous

(iii) outgoing

(iv) distracted

(v) insignificant

(vi) magical

(vii) genuine

- (c) Find words from the passage which mean the same as the following : 5

(i) Harmonious relationship(s)

(para 1)

(ii) Appealing to others (para 2)

(iii) Most favourable, best (para 4)

(iv) Exciting (para 5)

(v) Taking an opposing stance (para 3)

2. (a) Choose the right tense of the verb given in brackets : 5

(i) Are you ready ? Yes, I

(finish) my work.

(ii) Ashok (sleep) when I

phoned him.

(iii) Let's see if he (do) the work.

(iv) He always (come) late.

(v) The plane (land) when we
reached the airport.

(b) Fill in the blanks with appropriate
prepositions given in the box. There is
one extra option : 5

for	against	between
in	along	at

(i) He rested his bicycle a tree.

(ii) I will return here five
o'clock.

(iii) There are trees all the
river bank.

(iv) His request fee concession
was turned down by the Principal.

(v) She has no faith his
promises.

3. Write a letter of about **150** words to a firm of painters and decorators, complaining about the unsatisfactory way in which a piece of work was recently carried out at your residence. In your letter include the following :
- 10

- (i) What was the piece of work ?
- (ii) Why was it unsatisfactory ?
- (iii) Ask what steps the firm intends to take to deal with your complaint ?

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

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- (i) Travelling for business
- (ii) Components of a proposal
- (iii) Internal business reports
- (iv) Successful group discussions

x x x x x