

Bachelor of Computer Application (Part-1) Examination, 2017-18

General English

Time Allowed: Three Hours

Maximum Marks: 100

Minimum pass marks: 36

Set A

Part -1

Attempt all the questions. Each question carries 2 marks. Answers should not exceed the maximum word limit of 40 for each question.

1.)

a) What is project presentation?

Project Presentation is a formal submission of a **project** to stakeholders for familiarization, discussion and acceptance. Creating a brief description of the **project**, including business drivers, strategic goals, tactical objectives, desired deliverables and others.

b) What is job application?

It is a form or paper which indicates interest in a particular place of *employment* or position within a company. Typically requests personal identification information, such as name, address and phone number, as well as a history of *job* experience.

c) What is active listening?

Active listening is a skill that can be acquired and developed with practice. '*Active listening*' means, as its name suggests, *actively listening*. That is fully concentrating on what is being said rather than just passively 'hearing' the message of the speaker. *Active listening* involves *listening* with all senses.

d) Difference between structured and unstructured interview.

Structured Interview is one in which a particular set of predetermined questions are prepared by the interviewer in advance. **Unstructured Interview** refers to an **interview** in which the questions to be asked to the respondents are not set in advance.

e) What is subject verb concord?

It means that subjects and verbs must AGREE with one another in number (singular or plural). Thus, if a subject is singular, its verb must also be singular; if a subject is plural, its verb must also be plural.

- f) Define the term oral communication.

Oral communication is the process of expressing information or ideas by word of mouth. Learn more about the types and benefits of oral communication, and find out how you can improve your own oral communication abilities.

- g) Define visual communication.

Visual communication is communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. ... It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience.

- h) Differentiate between prefix and suffix.

A **prefix** is a group of letters placed before the root of a word. For example, the word "unhappy" consists of the prefix "un-" [which means "not"] combined with the root (stem) word "happy"; the word "unhappy" means "not happy."

A **suffix** is a group of letters placed after the root of a word. For example, the word flavorless consists of the root word "flavor" combined with the suffix "-less" [which means "without"]; the word "flavorless" means "having no flavor."

- i) Define encoding.

The **encoding** of a message is the production of the message. It is a system of coded meanings, and in order to create that, the sender needs to understand how the world is comprehensible to the members of the audience.

- j) What is feasibility report?

A **feasibility report** is a document that assesses potential solutions to the business problem or opportunity, and determines which of these are viable for further analysis.

Part –II

Attempt all the questions. Each question carries 4 marks. Answers should not exceed the maximum word limit of 80 for each question.

2. Explain the 7c's of communication.

There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:

- i. **Completeness** - The communication must be complete. It should convey all facts required by the audience.
- ii. **Conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication.

- iii. **Consideration** - Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e, the audience’s view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems.
- iv. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.
- v. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.
- vi. **Courtesy** - Courtesy in message implies the message should show the sender’s expression as well as should respect the receiver.
- vii. **Correctness** - Correctness in communication implies that there are no grammatical errors in communication.

3. Write a short note on effective written communication.

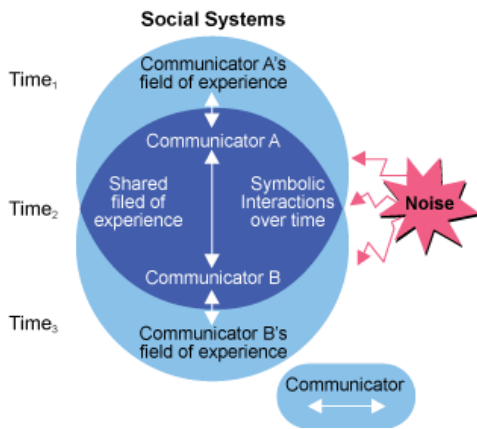
Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age. In fact, written communication is the most common form of business communication. It is essential for small business owners and managers to develop effective written communication skills and to encourage the same in all employees. The information age has altered the ways in which we communicate and placed an increasing emphasis on written versus oral communications.

4. Explain the transactional model with proper diagram.

Transactional model is the process of continuous change and transformation where every component is changing such as the people, their environments and the medium used. Due to this, it assumes the communicators to be independent and act any way they want.

The transactional model is the most general model of communication. Everyday talk and interactions are also a form of transactional model communication. It is more efficient for communicators with similar environment and individual aspects. For instance, communication between people who know each other is more efficient as they share same social system.

Since both sender and receiver are necessary to keep the communication alive in transactional model, the communicators are also interdependent to each other. For example, transactional communication is not possible if the receiver is not listening to sender.



5. Explain the type of communication based on communication channels.
Types of communication based on the communication channels used are:
- i. Verbal Communication
 - ii. Nonverbal Communication

Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.

Verbal Communication is further divided into:

Oral Communication

Written Communication

Oral Communication: In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking.

Written Communication

Written communication: In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Nonverbal Communication

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

6. 'There is a great importance of environment for listening', explain the sentence with example.
Environment plays a very vital role in listening as a good or bad environment both have consequences on the listening process. A good environment which is free from any kind of noise

or other barriers provides the person with the opportunity to listen effectively. On the other hand, an environment consisting of external noises, inappropriate distance hinders the process of listening. So it's very essential to create an environment having all the conditions appropriate for listening.

Part –III

Attempt all the questions. Each question carries 12 marks.

7. Explain the scope of communication.

Communication is important both for an individual and also for the society. A person's need for communication is as strong as the basic needs of human beings. The scope of communication can be evaluated and analyzed from different point of views.

- (a) **The Social dimensions:** Communication helps to ensure the social enlightenment of the people. It really plays a vital role in the determination of the social behaviour of the human being. It motivates the people according to their own interest and makes them aware of the hazards as well as beneficial things.
- (b) **The educational dimensions:** Communication system is the part and parcel in educating the people. In the past centuries where there were no much facilities also the people could use different techniques of communication for the educational purpose. The various tools that we use in mass communication work as instructors to the people who are in search of knowledge.
- (c) **Organisational dimensions:** Communication has a vital role in the organisational structure of a system for the smooth functioning. All the three levels of management- strategic, tactical, and operational- depend on the transfer of messages done through the communicative techniques. The communicative skills of manager will really boost the employees in every respect.
- (d) **Cultural dimensions:** Communication provides an opportunity for the promotion and preservation of culture and traditions. It makes the people fulfil their creative urges. The cultural settings of a particular society can be known to the public through communication. Communication helps to spread the cultures into different areas.
- (e) **Entertainment dimensions:** To break the routine life and divert our attention from the stressful life we lead today, entertainment is an essential part of everyday life. Communication opens a wide possibility of entertainment to the people. It begins from the interpersonal communication to the vast ocean of mass communication. The scope of films, drama, music, comedy etc is really wide in the entertaining aspect of it.
- (f) **Integrative dimensions:** Communication is the one which connect people from different parts of the world. It develops integration and tolerance towards each other. The different cultures are merged together through the medium of communication. It integrates different people from the different background of the world. It works as a source of persuasion.

8. Define barrier and its types.

1. Physical Barriers

Physical barriers in the workplace include:

- * marked out territories, empires and fiefdoms into which strangers are not allowed
- * closed office doors, barrier screens, and separate areas for people of different status
- * large working areas or working in one unit that is physically separate from others.

Research shows that one of the most important factors in building cohesive teams is proximity. As long as people still have a personal space that they can call their own, nearness to others aids communication because it helps us get to know one another.

2. Perceptual Barriers

The problem with communicating with others is that we all see the world differently. If we didn't, we would have no need to communicate: something like extrasensory perception would take its place. The following anecdote is a reminder of how our thoughts, assumptions and perceptions shape our own realities.

3. Emotional Barriers.

One of the chief barriers to open and free communications is the emotional barrier. It is comprised mainly of fear, mistrust and suspicion. The roots of our emotional mistrust of others lie in our childhood and infancy when we were taught to be careful what we said to others.

They feel vulnerable. While some caution may be wise in certain relationships, excessive fear of what others might think of us can stunt our development as effective communicators and our ability to form meaningful relationships.

4. Cultural Barriers

When we join a group and wish to remain in it, sooner or later we need to adopt the behaviour patterns of the group. These are the behaviours that the group accept as signs of belonging.

The group rewards such behaviour through acts of recognition, approval and inclusion. In groups which are happy to accept you, and where you are happy to conform, there is a mutuality of interest and a high level of win-win contact.

Where, however, there are barriers to your membership of a group, a high level of game-playing replaces good communication.

5. Language Barriers

Language that describes what we want to say in our terms may present barriers to others who are not familiar with our expressions, buzz-words and jargon. When we couch our communication in such language, it is a way of excluding others. In a global market place the greatest compliment we can pay another person is to talk in their language.

One of the more chilling memories of the Cold War was the threat by the Soviet leader Nikita Khrushchev saying to the Americans at the United Nations: "We will bury you!" This was taken to mean a threat of nuclear annihilation.

However, a more accurate reading of Khrushchev's words would have been: "We will overtake you!" meaning economic superiority. It was not just the language, but the fear and suspicion that the West had of the Soviet Union that led to the more alarmist and sinister interpretation.

7. Interpersonal Barriers

There are six levels at which people can distance themselves from one another:

1. **Withdrawal.** Withdrawal is an absence of interpersonal contact. It is both refusal to be in touch and time alone.
2. **Rituals.** Rituals are meaningless, repetitive routines devoid of real contact.
3. **Pastimes.** Pastimes fill up time with others in social but superficial activities.
4. **Working.** Working activities are those tasks which follow the rules and procedures of contact but no more.
5. **Games.** Games are subtle, manipulative interactions which are about winning and losing. They include "rackets" and "stamps".
6. **Closeness.** Closeness is the aim of interpersonal contact where there is a high level of honesty and acceptance of yourself and others.

Working on improving your communications is a broad-brush activity. You have to change your thoughts, your feelings, and your physical connections. That way you can break down the barriers that get in your way and start building relationships that really work.

9. What is subordination? Explain different types of subordinate clauses.

A subordinate clause or dependent clause is a clause that can't exist as a sentence on its own. Like all clauses, it has a subject and a predicate, but it doesn't share a complete thought. A subordinate clause only gives extra information and is "dependent" on other to make a full sentence.

Types of Subordinate Clauses

A subordinate clause can work as a noun, an adjective, or an adverb in a sentence. So, there are three types of dependent clauses: noun clauses, adjective clauses, and adverb clauses. Remember, none of them can be complete sentences on their own!

A. Noun Clause

A **noun clause** is a group of words that acts as a noun in a sentence. They begin with relative pronouns like "how," "which," "who," or "what," combined with a subject and predicate. For example:

The dog can eat what he wants.

Here, "what he wants" stands as a noun for what the dog can eat. It's a noun clause because it has a subject (he) and a predicate (wants).

B. Adjective Clause

An adjective is a descriptive word. **Adjective clauses** are groups of words that act as an adjective in a sentence. They have a pronoun (who, that, which) or an adverb (what, where, why) and a verb; or, a pronoun or an adverb that serves as subject and a verb. They should answer questions like “what kind?” or “which one?” and follow one of two patterns: Pronoun/adverb + subject + verb, or pronoun/adverb as subject + verb.

For example:

The dog is the one who ate the popcorn.

“Who” (pronoun acting as subject) + “ate” (verb) is an adjective clause that describes the dog.

C. Adverb clause

An **adverb clause** is a group of words that work as an adverb in a sentence, answering questions asking “where?”, “when,” “how?” and “why?” They begin with a subordinate conjunction.

The dog ran until he got to the county fair.

This sentence answers the question “how long did the dog run?” with the adverb clause “until he got to the county fair.”

10. What is a business report? Explain in detail.

Business reports are a type of assignment in which you analyse a situation (either a real situation or a case study) and apply business theories to produce a range of suggestions for improvement.

Business reports are typically assigned to enable you to:

- Examine available and potential solutions to a problem, situation, or issue.
- Apply business and management theory to a practical situation.
- Demonstrate your analytical, reasoning, and evaluation skills in identifying and weighing-up possible solutions and outcomes.
- Reach conclusions about a problem or issue.
- Provide recommendations for future action.
- Show concise and clear communication skills.

Remember that with business reports, typically, there is no single correct answer but several solutions, each with their own costs and benefits to an organisation. It is these costs and benefits which you need to identify and weigh-up in your report.

Further, when writing the report, you need to consider the audience you are writing for: is it the CEO or will the report be available to all staff concerned? It is vital that you ensure an appropriate level of formality, sensitivity, fairness, and objectivity.

11. Explain the sentence "good listening can improve communication" in detail.

The importance of listening extends far beyond academic and professional settings. Understanding how to practice good communication even in your day to day life, among friends, family, and significant others, is important for a number of reasons: fostering good self-esteem, maximizing productivity, improving relationships, and even becoming a better speaker.

It's easy to mistake listening as a simple, passive task, but it requires more than just the ability to absorb information from someone else. Listening is a process, and an active one.

Good listening skills make workers more productive. The ability to listen carefully allows workers to better understand assignments they are given. They are able to understand what is expected of them by their management.

The ability to listen and to comprehend also allows workers to build a strong rapport with coworkers, managers, and clients. Employers and managers have confidence in workers that can listen to instructions and then do what is expected with minimal follow-up. Good listeners also have a better track record resolving problems with customers.

Workers who listen well tend to work better in a team-based environment. Team members are usually assigned a portion of the work. Later, their completed tasks will need to fit in with other team members' results. Those who were able to listen well and perform accordingly will find their work results fit better than those who misunderstood.

