

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

General English

Time Allowed: Three Hours

Maximum Marks: 100

Minimum pass marks: 36

Set B

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 executive summary?

An **executive summary**, or management **summary**, is a short document or section of a document, produced for business purposes, that summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.

b. Define resume.

A **resume** provides a summary of your education, work history, credentials, and other accomplishments and skills. Resumes are the most common document requested of applicants in job applications.

c. Differentiate between sympathy and empathy.

To sum up the **differences between** the most commonly used meanings of these two terms: **sympathy** is feeling compassion, sorrow, or pity for the hardships that another person encounters, while **empathy** is putting yourself in the shoes of another.

d. What are the purposes of an interviewer?

The main purpose of the interviewer is to select the best candidate for the post applied by accessing his skills and also by having a clear idea about his qualifications and other fields.

e. What is conjunction?

The conjunction is the part of speech used as a “joiner” for words, phrases, or clauses in a particular sentence. It links these words or groups of words together, in such a way that certain relationships among these different parts of the sentence will be established, and the thoughts that all of these convey will be connected.

f. Define formal report.

A **formal report** is an official **report** that contains detailed information, research, and data necessary to make business decisions. This **report** is generally written for the purpose of solving a problem. Some examples of **formal reports** include: Inspection **Report**.

g. Define memorandum.

It is a short note designating something to be remembered, especially something to be done or acted upon in the future. *Memorandum* is a written report that is prepared for a person or committee in order to provide them with information about a particular matter.

h. Define non-verbal communication.

Nonverbal communication (NVC) between people is *communication* through sending and receiving wordless clues. It includes the use of visual cues such as body language (kinesics), distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch (haptics).

i. Define decoding.

Decoding is the process of converting code into plain text or any format that is useful for subsequent processes. *Decoding* is the reverse of encoding. It converts encoded data communication transmissions and files to their original states.

j. What is organizational barrier?

Organizational Barriers refers to the hindrances in the flow of information among the employees that might result in a commercial failure of an organization.

Part –II

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

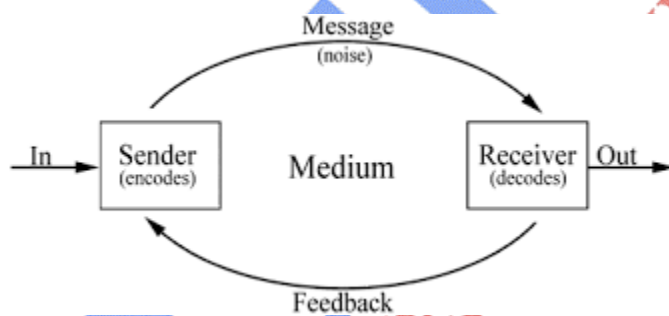
2. Give suggestions for removing the communication barriers.

- (a) **Have Clarity In Your Thoughts:** You should be very clear about your objective and what you want to convey. Arrange your thoughts in a proper order and then communicate accordingly.
- (b) **Understand the needs of your audience:** You should be emotional and sensitive towards the needs of your receiver
- (c) **Seek the Advice of others before Communicating:** If you are going for a high prolific meeting, seek the advice from your seniors and colleagues on the level and kind of talk that should be given..
- (d) **Take adequate care of your Tone, Language and way you are speaking:** Messages should be framed in a simple and polite tone which attracts the listeners. Care should be taken to keep the sentences short and simple. Technical words should be used only where they are required the most.

- (e) **Have a Feedback from the receiver:** Avoid asking listener, “Have you understood,” ask them instead their views about what you have said and the aspects they had grasped from your message.
- (f) **Retain Consistency about the Message:** The message conveyed should conjure with the organizational goals and policies. Whenever you are replacing any old message instead of the new one, you should clearly mention about it and clear all the doubts.
- (g) **Avoid overloading too much of information:** People would get bored if they are bombarded with the unnecessary and too much of information. So try to deliver the parts which are useful and informative and of value to the listener in a most simple and straight forward way. There should not be any confusion left in the mind of the listener.
- (h) **Reduce the level of noise as far as possible:** Always make sure to speak and interact with someone where there is no noise and least disturbance. Find the source of noise, remove it and then start conversing.
- (i) **Communication chain should be short:** You should avoid using the mediocre or send the message through the third person unless it is very urgent. Try to directly communicate with the person concerned.

3. Explain the interactive model with proper diagram.

The main flaw in the linear model is that it depicts communication as a one-way process where speakers only speak and never listen. It also implies that listeners listen and never speak or send messages. Schramm came out with a more interactive model that saw the receiver or listener providing feedback to the sender or speaker. The speaker or sender of the message also listens to the feedback given by the receiver or listener. Both the speaker and the listener take turns to speak and listen to each other. Feedback is given either verbally or non-verbally, or in both ways. This model also indicates that the speaker and listener communicate better if they have common fields of experience, or fields which overlap.



4. Write down 5 questions generally asked in an interview.

These are the ten most frequently-asked interview questions that you can expect to face:

- What can you tell me about yourself?
- Can you list your strengths?
- What weaknesses do you have?
- Why should I consider hiring you?
- Where do you see yourself five years from now?
- Why do you want to work here?

5. Explain good news letter format.

Letters that contain good news or a good message are good news letters. A letter sanctioning a loan to the customer or promotion is good news letters.

Good news letter format is as follows:

Opening :

In this paragraph, you may want to include a sentence showing appreciation towards the reader.

Middle:

Specific details are given in the middle paragraphs of the letter.

Closing paragraph:

Restate, in general, any action needed from the reader. if a time element is important , give specific dates.

6. Provide the guidelines to use visual aids.

While preparation and delivery are important, the visual aids that you use throughout your speech are equally as important. In fact, there are instances when good visual aids are vital to a speech's success..

- (a) We process information in a number of ways, most notably visually and audibly. If your visual aids do not properly match your speech or if they are used in an ineffective manner, this could be a detriment to your speech. Anything that distracts an audience from your message will result in your inability to deliver your message.
- (b) Visual aids comprise a wide variety of items, handouts, slides, moving pictures, posters, models, objects, and many others. All of these visual aids are meant to reinforce your main message. Moreover, they become vital when it is necessary to present information that can only be described in a visual format. To use an obvious example, if you are giving a speech to a company's board of directors on the plans for a new building, it would be essential to have a picture or some sort of visual aid to accompany your speech. Yes, it would be possible to give an audible only speech about the new building's plans, but it would be extremely ineffective to do so. There are occasions when a visual aid is a necessary component of your message.
- (c) When you are giving a speech, you ideally want the audience to pay complete attention to your voice and message. A visual aid is an invitation for them to pay attention to something else, if even for a moment. Therefore, this visual aid must reinforce your message.

Part –III

Attempt all the questions. Each question carries 12 marks.

7. Write down the advantages and disadvantages of presentation.

Businesses and professional firms use presentations to inform, educate, motivate and persuade internal and external audiences. They build presentations into sales, training and internal communication programs, using the power of words and images to engage their audience and retain attention. A well-crafted presentation also demonstrates professionalism and helps to reinforce an organization's corporate image.

Advantages:

Face-to-Face

A presentation provides an opportunity to meet your customers and prospects in person. Face-to-face meetings help to build trust and strengthen relationships, according to a 2012 survey of marketing directors by the exhibition company FaceTime. Using presentations as part of a sales campaign can improve results. The Face Time survey found that the value of orders resulting from face-to-face meetings can be more than fifteen times greater than orders resulting from other marketing activities.

Engagement

Presentations make it easier to engage your audience. Striking images can hold an audience's attention, while clear bullet points or summary text helps the audience follow the logic of a presentation. The theatrical nature of a presentation can create greater impact than an individual trying to make the same point by just talking. This level of engagement ensures that you get your message across to the audience.

Flexibility

Flexibility is an important benefit of presentations. You can change content quickly and easily to incorporate new information or to modify a presentation for different audiences. If you are making a presentation on company capability to prospects in different market sectors, for example, you can incorporate sector-specific content for each client. That makes presentations more flexible than a printed medium, such as a corporate brochure, which would be expensive to modify.

Consistency

Creating a standard presentation helps to ensure that different people in a company communicate information in a consistent way. A presentation provides a framework for communicating information about products, services or companies in a structured way. The presentation should include bullet points or prompts to remind the presenter to emphasize the most important points.

Versatility

Presentations are a versatile communication tool. You can use them in one-to-one meetings, viewing the content on a laptop or tablet computer. The same presentation can feature as a core element in a large meeting, using a projector and screen. You can also make presentations available online for downloading from the Internet or viewing during a Web conference.

Disadvantages:

Time consuming

Creating compelling presentations can be a time consuming job compared to creating .

Loss of flexibility

PPT presentations are disadvantageous when the presenter is overly dependent on the slides.

Unexpected Technical Difficulties

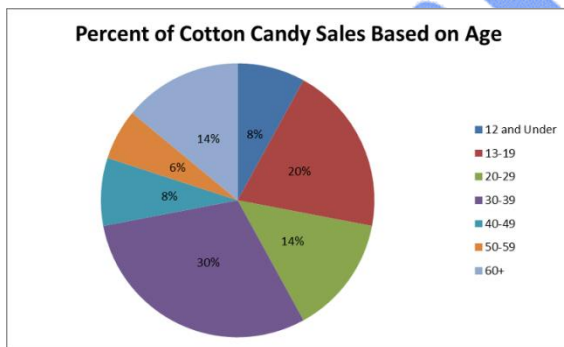
Unexpected technical difficulties can occur during or before a PPT presentation. Network connections and electrical problems can prevent slides from being displayed. Computer viruses can account for slides being erased in preparation for or even during the presentation itself.

8. What is a chart? Explain the various types of charts with suitable diagram.

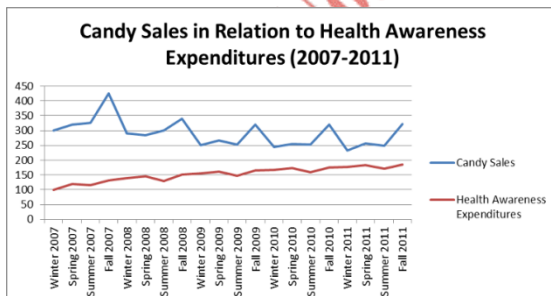
A chart, also called a graph, is a graphical representation of data, in which "the data is represented by symbols, such as bars in a bar chart, lines in a line chart, or slices in a pie chart". A chart can represent **tabular** numeric data, functions or some kinds of qualitative structure and provides different info.

Different types of charts:

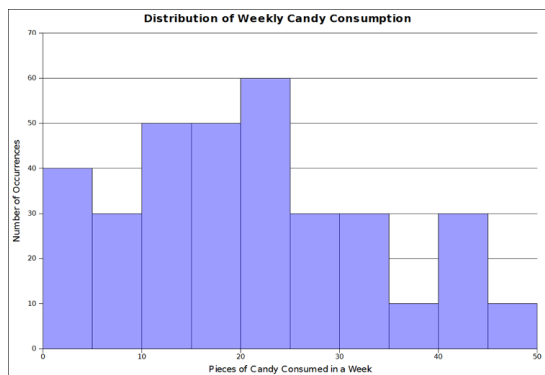
Pie charts: Pie charts are best used to illustrate a sample break down in a single dimension. In other words, it is best to use pie charts when you want to show differences within groups based on one variable. In the example above, we broke down the sample group into different age groups in order to show the significance of age on cotton candy sales. It is important to remember that pie charts should only be used with a group of categories that combine to make up a whole.



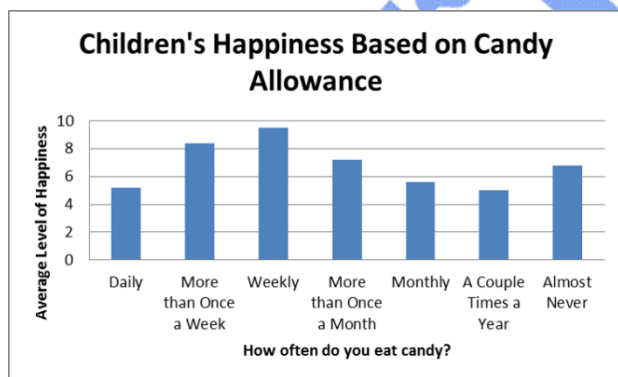
Line charts: Line charts are used to illustrate trends over time. This is done most often to measure the long term progression of sales, or any other empirical statistic important to businesses or organizations. It can also be used to compare two different variables over time. In our example, we see how the increased government funding in healthy living correlates with candy sales over the span of 5 years.



Histograms: Like pie charts, histograms break down the sample distribution in one dimension. The real difference between histograms and other forms of charts is that histograms are ideal for illustrating sample distributions on dimensions measured with discrete intervals. Unlike horizontal and vertical bar charts, the x-axis is not divided into mutually exclusive categories. In our example, the histogram indicates how many respondents fall into each range of candy consumed per week. The x-axis is a continuous scale, while each bar falls under a range of five units, or pieces of candy, on that scale.



Bar charts: Bar charts are best for comparing means or percentages between 2 to 7 different groups. As you can see, each bar is separated by blank space. For this reason, the x-axis should be based on a scale that has mutually exclusive categories (like multiple choice, or check box questions). Categories that are based on a continuous scale are better suited for a histogram, but we will look at those later. As for this chart, respondents were only able to select one distinct option (daily, weekly...) making its cross analysis with happiness perfect for a vertical bar chart.



Or

Explain the various types of report writing.

9. What is modal? Explain any five modals with examples.

Modals include modal verbs, semi-modal verbs (also called marginal modals) and other modal expressions. They combine with main verbs and modify their meanings. A modal may have several different meanings, while similar meanings may be expressed by using different modals:

He can't be at home; I've just met him. (deduction)

Unless you finish your homework, you can't go to the cinema. (prohibition)

Can I help you? (offer)

May I help you? (offer)

Types of modals

1. Will/ Would

Will is used to show a wish, prediction, request, demand, order, assumption, promise, etc.

Examples:

Will you please keep quiet?
Aruna says, it will rain today.
Kumar said he will not drink alcohol henceforth.

Whereas, would is used to show a wish or to request in a polite way and sometimes to express habits.

Examples:

Would you please give me 100 bucks?
She would remain very calm during her examination days.

2. Can

Can is used to show permission, possibility, and ability.

Examples:

You can join us for the dinner if you want.
Can I leave early today?
Sanvika can speak English fluently.

3. Could

Could is used to represent a suggestion, request, permission, future possibility and ability in the past.

Examples:

Could I go for a movie?
I think we could do it.
Neha gave up her dreams so that she could marry him.

4. May

May is used to ask permission and to show future possibility.

Examples:

May I have a cup of tea?
India may become a developed country by 2020.

5. Might

Might is used to show present and future possibility.

Examples:

I have a coupon of Pantaloons, that might offer a discount of 10% after showing them. Mrs. Smith might be sleeping now, let's not disturb her.

10. Explain the electronic media.

Electronic media is anything that is used to advertise or promote that is run by electricity. This is quite a wide subject and there are many different things that fall into this category. There are more and more channels for electronic media that come out as our technology grows and expands. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term '**electronic media**' is often used in contrast with print **media**. The different types are as follows:

- Radio

The radio is the oldest form of electronic media. There are hundreds of thousands of radio stations across the world and advertisements are frequent features on most of these. Advertising on radio dates back almost one hundred years and is the first form of spoken advertisement rather than a printed advertisement.

- TV

Television provides us with the highest volume of electronic media advertising. There are hundreds of advertisements shown on each channel per day and some slots are sold for millions to the advertisers as they will have such a high audience to watch their ad.

Television is the most popular medium for companies to advertise but the space is expensive and many companies will not be able to afford to advertise during prime time.

- Internet

Advertising on the internet has become increasingly popular as you can advertise to your target audience. Space can be bought on websites that the target customers would use and data can be collected about how many people clicked on the ad. This will give the company figures and statistics about how successful the advertising has been.

- Electronic advertising

Advertising on screens at bus stops, shopping centers and on ATM screens have also increased in the last decade. These usually advertise amenities and shops that are close by so that consumers will have them fresh in their minds when they are in the area.

11. Give the advantages and disadvantages of oral communication.

Oral communication involves many advantages. In a recent survey about communication it is clear that more than 55% of the executives choose this communication. The *advantages of oral communication* are as follows:

1. **Time saving:** When action is required to be taken immediately it is best to transmit a message orally. If the executives work load is high then they stop writhing and by oral instructions they complete their message transmission and released their work load and also it saves time.
2. **Cost savings:** Cost is involved in any communication. When the communication is needed within the organization and if it and is completed in orally, it has not needed any paper, pen or stamp or computer. So it saves the money of the organization.
3. **More powerful:** Speech is a more powerful means of persuasion and control. Therefore, executives often prefer to transmit messages orally.
4. **Effectiveness:** With the help of variations in the tone, pitch and intensity of voice, the speaker can convey shades of meaning. This factor also contributes to the effectiveness of oral communication.
5. **Immediate feedback:** The speaker can get immediate feedback on whether it is creating a favorable impression on the receiver or whether the receiver will protest or whether the receiver has receiver has clearly understood his meaning or is feeling perplexed or baffled and he can mold and adjust his message accordingly.
6. **More suitable:** The employees felt more suitable when the message transmits in orally. They get an opportunity for feedback and clarification.
7. **A relationship develops:** Oral communication is mostly carried out helps to promote friendly relations between the parties communicating with each other.
8. **Flexibility:** By the demand of the situations, oral instructions can be changed easily and for these cases maintain the formalities are not necessary. So it is very much flexible and effective.
9. **Easiness:** It is so easy method of communication. It needs little preparation to send a message. No need of pens, pencils and other writing equipment's which are needed in written communication.
10. **Correction of errors:** If any error is expressed at the time of oral communication. It was possible to rectify at that time or within a very short time.
11. **Informal communication:** In **oral communication**, no need to maintain such formalities which are needed in written communication. So it is easy and helpful to any organization.
12. **Motivation:** In oral communication system, top executives and sub ordinates staff can sit face-to-face and exchange their views directly, so sub-ordinates are motivated day by day.
13. **Special applications:** Oral communication is more helpful in communicating messages to groups of people at assembly meetings etc.
14. **Maintaining secrecy:** Interested parties of oral communication can maintain the secrecy of messages easily.

Disadvantages of oral communication

Oral communication contains many advantages. In spite of this, there are oral some *disadvantages* which are given below:

1. **No record:** In oral communication, messages are difficult to record. So it is impossible to preserve the message for future.
2. **Expensive:** It is also expensive media of communication. Sometimes the audience can be managed by paying T. A and D. A. On the other hand Technological devices that are used in this system are costly.
3. **Distortion of the word:** If distortion of the word occurs in oral communication, then main goals of the organization may be filed.

4. **Inaccuracy:** There is very possibility of inaccurate messages to reach the destination. So, the reverse result of expected plan may be occurred.
5. **Limited use:** The scope of usage of oral communication is limited. It is not suitable for lengthy messages. It should be used for short message.
6. **Probability of omitting main subject:** Sometimes, main subject may be omitted to express a word for communicating. So, expected result may not be achieved.
7. **Confused speech:** Sometimes the receiver fails to understand the meaning of a message due to habitual productions of the speaker.
8. **No legal validity:** there is any legal validity of the oral message. As, the oral messages are not taped and kept records, so it can be denied easily if the situation goes against the speaker.
9. **Late decision:** It takes time to reach a decision. At the beginning stage, sometime is killed in the discussion of any personal matters. Besides some time is also wasted for irrelevant discussion. In this way decision making is delayed.
10. **Less important:** In oral communication, meaningless speech can mislead the main effects of the communication. But when the information comes out in written, we take it seriously.
11. **Lack of secrecy:** In oral communication, the important and secret information may be disclosed.
12. **Defective:** Oral communication is defective for company's policy, procedure, programs, law and other important information.
13. **Creates misunderstanding:** The speaker often gives message without having properly organized it earlier. So, it is possible that he may not be able to make himself properly to communicate with the receiver. As a result, misunderstanding may develop.