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**BCS-055**

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

**Term-End Examination**

**June, 2023**

**BCS-055 : BUSINESS COMMUNICATION**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions.*

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

Whether you are leading a team at work, captaining your local sports team, or in charge of a major company, your style of leadership is a critical factor in the success of your team. So what makes an effective leader ? According to Professor D Quinn Mills of the Harvard Business School, research shows that there are

**P. T. O.**

certain preferred leadership qualities that are common to all cultures.

In general, people appreciate leaders who appear honest and trustworthy. However, integrity is a complex idea, often determined by national culture, and what is considered honest in one society is not necessarily so in another.

Conviction—a strong belief in what you are doing—is a characteristic of leaders in all cultures, but how it is displayed can vary widely. Demonstrating a whole-hearted commitment to the success of your team or project is possibly more over in America than elsewhere. However, a passionate leader with energy and enthusiasm—someone who can energize and inspire their team to succeed—is an asset almost everywhere. Similarly, in most cultures it helps to be a good communicator, to be people-focused and have well-developed interpersonal skills.

The ability to make good decisions quickly is something most cultures see as important. However, being decisive means different things to different people. European and Japanese leaders are the most collaborative decision-makers, taking time to consult with colleagues and consider the options. This is typical of a more participative style of leadership. In contrast, Chinese leaders, for whom the typical role model is often the head of the family, are more likely to make decisions personally. This more autocratic approach tends to be typical of task-oriented, top-down leaders, where what counts is results – it is also frequent in American leaders.

Being adaptable is also an important quality; team leaders often need to be flexible in their response to changing circumstances. Similarly, the ability to delegate and to know when to be hands-off is also necessary.

There's evidence that being able to show empathy – to understand the feelings, needs, and motivation of others – is increasingly seen as a key trait of effective leadership in the United States and Europe, and will become more important in Asia as companies have to compete for managerial talent in a global market. Related to this, certain Asian cultures value leaders who are self-aware and humble – the ability to know yourself and accept your limitations is often a trait of the most effective leaders.

(a) Answer the questions given below :

- (i) How do leaders show empathy ? Why would this trait become more important in Asian Companies ? 2
- (ii) What is the difference in leadership style between economies of Western Europe and Japan and that of China ?

- (iii) Why is 'integrity' a complex idea ? 2
- (iv) What trait is especially valued in certain Asian cultures ? 2
- (v) Give a title to this passage and say why you think it is appropriate. 2
- (b) Pick out words from the text which mean the same as the following : 5
- (i) crucial (Para 1)
- (ii) the quality of being honest (Para 2)
- (iii) done in an open way not—secretly (Para 3)
- (iv) demanding that people obey completely (Para 4)
- (v) quality (Para 6)
- (c) Make sentences of your own with the following words : 5
- (i) appreciate
- (ii) displayed
- (iii) people focused
- (iv) collaborative
- (v) flexible

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

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- (i) Characteristics of a report
- (ii) Differences between written and oral communication
- (iii) The importance of culture in business communication
- (iv) Organizing a portfolio
- (v) Characteristics of a group discussion

3. (a) Fill in the blanks with appropriate verbs given in the brackets : 5

(i) The night our mother ..... (go) to the shop and ..... (do not) come back. What ..... (happen) ? I don't know.

(ii) I ..... (buy) a new car last month but I ..... (not sell) my old car yet, so at the moment I have two cars.

(b) Change the following sentences into the passive voice : 5

(i) The cook is tasting the soup.

- (ii) Anu answered all the questions easily.
  - (iii) Rina lost her passport.
  - (iv) You cannot park the car here.
  - (v) Who broke the chair ?
4. As a secretary of a sports club, write a letter of about **150** words to a secretary of a similar club to explore the possibility of arranging matches or contests (especially sports) between the members of your respective clubs next season. It may be useful to refer to the situation and amenities of your sports ground. 10