

**2017****BCA****[HONOURS]****(Communicative English)****Paper : BCA-101**

Full Marks : 80

Time : 4 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*

1. Suppose you are the manager of a branch of a private firm. Some computers installed in your firm have been affected by virus. Write a letter to the sales-manager of the renowned computer manufacturing company. From which you bought the computers asking him to arrange anti-virus programme for your computers. 10

**OR**

Write a letter to the editor of a newspaper giving your opinion about the present sorry state of affairs in the government hospitals in your city.

2. Write a precis of the following passage: 15  
Like every other instrument that man has invented, sports can be used either for good or evil purposes. Used well, it can teach endurance and courage, a sense of fair play and a respect for rules, co-ordinated effort and the subordination of personal interests to those of the group. Used badly, it can encourage personal vanity and those of the group vanity, greedy desire for victory and hatred for rivals. In either case, sports teach responsible cooperation; but when it is used badly, the cooperation is for undesirable ends and the result upon the individual character is an increase of attachment. When it is used well, the character is modified in the direction of non-attachment. Sports can be either a preparation for war or, in some measure, a substitute for war; a trainer of potential war-mongers or of potential peace lovers.
3. Punctuate the following: 10  
One morning a boy tending cattle by the side of a railway line noticed that a small railway bridge had given way under the previous nights heavy torrential shower he also saw a passenger train in the distance coming towards it at full speed a simple cowboy as he was he at once realised the great danger.

4. Rewrite the sentence as directed: 5
- a) A promise should be kept. (Change the voice)
  - b) I can never forget you. (Transform into an interrogative sentence)
  - c) In spite of his poverty, he is happy. (Transform into a complex sentence)
  - d) Only students are allowed to enter the hall. (Remove 'only')
  - e) He failed. It was unfortunate. (Join into a simple sentence)

5. Use the following words both as a Noun and a Verb in two different sentences (any **two**):

$$2\frac{1}{2} \times 2 = 5$$

back, close, last, need, long

6. Write the following words in normal orthography and mark the stress where necessary (any **five**):

$$2 \times 5 = 10$$

/bɪkjz/, /speɪs/, /ɪkskjuz/, /traefɪk/, /mɔːniy/,  
/sɔːtnli/, /tʃek/

7. Discuss the role of effective business communication within and outside the organization.

15

**OR**

Why Business Communication is called, "Life blood" of an organization?

8. Explain in detail verbal and non-verbal communication. 10

**OR**

Enumerate the different categories of non-verbal communication and state their importance in communication process with suitable examples.