

MCA (Revised)
Term-End Examination
June, 2007

MCS-015 (S) : COMMUNICATION SKILLS

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* questions.

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

Throughout the world animals are being exterminated because their furs have a high market value. Fashion bears a heavy responsibility for the hunting of these wild creatures. Lots of jaguars are slaughtered in South America; cheetahs in Africa; leopards in Asia. All the large cats are in danger of extinction, although they are among the world's rarest and most beautiful animals. Would you wear a leopard-skin coat, if you knew that fourteen of these animals had been killed to make the coat ? And this is only the beginning. Whales are slaughtered and are in danger of extermination because

whale oil is used in cosmetics and in other preparations. Turtles are becoming rare partly because people eat turtle soup; crocodiles and alligators are killed to make handbags and shoes. Expensive scent is based on musk from civet cats.

Great damage to the animal world is also inflicted by wasteful and cruel methods of hunting animals for zoos, wild-life parks, circuses, and the pet trade, although the first two of these have done great service in protecting rare species. The whole subject of animals in captivity raises questions to which one may give different answers. Naturalists and nature lovers are individuals. They do not all think alike. One would enjoy seeing elephants performing in the circus rings; another would be sickened by the sight of animals trained to do tricks. One would keep wild animals as pets; another would consider it wrong to take such creatures from their natural surroundings, and tame them, making them into something different from what they are by nature.

Now-a-days, man often seems to be living in an artificial world of his own making, too far removed from the rest of the natural world. Perhaps he needs to learn

afresh that he cannot survive if he destroys too much of nature's network — the fabric of life in a living world.

- (i) Which two types of captivity have helped in protecting some species ? 2
- (ii) What is the connection between fashion and furs ? 2
- (iii) What, according to the passage, are the dangers to man's own survival ? 2
- (iv) In view of the information given in the passage, do you think zoos are relevant in today's world ? 2
- (v) Use 'tricks' and 'rings' in a sentence each of your own to bring out their specific meaning. 2

2. Fill in the blanks choosing the most suitable word from the choices given : 5

- (i) I assured him _____ my support.
(from, by, of, with)
- (ii) What are your reasons _____ resigning ?
(on, of, for, to)
- (iii) The sentry is armed _____ a gun.
(by, with, of, from)
- (iv) At the polling station some people came _____ foot. (on, at, of, by)
- (v) He travelled to England from Bombay _____ ship. (on, at, by, from)

3. Write down the text of a group discussion between four participants on the need of advertisements for promoting sales. (About 300 words) 10
4. You are S.K. Jain MD, Hindustan Oil Products Ltd. Write a memo to all the Heads of Departments (Sales, Production and Finance) for sending reports within 10 days relating to their departments for the meeting of the Board of Directors. The reports are to be handed over to the Secretary. 10
5. Write a letter of application together with your Curriculum Vitae (CV) for the job in response to the following advertisement : 10+5=15

Position : Sales Executive

Job Description : Sales and promotion of Broadband and Telephone Services in Delhi and the NCR region

Requirement :

- 2 – 3 years of sales experience
- Good communication skills.”

Apply within 10 days to Airscope, New Delhi.