

MCA (Revised)
Term-End Examination
December, 2012

MCS-015 : COMMUNICATION SKILLS

Time : 2 hours

Maximum Marks : 50

Note : Answer all questions.

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

The impressive capability for understanding of parrots and corvines (crows, jays, ravens and jackdaws) has been extensively documented in scientific literature. These two have a large brain relative to body size. Apparently, this is true of all mammals that exhibit greater cognitive development.

In the case of crows, which generally rank very low in human esteem, the relative size of the brain is the same as that of chimpanzees. But the size of the brain alone does not translate to higher cognitive capability i.e. ability to think and understand. It is the presence of a larger fore-brain where memory, thought and action is located, that makes these birds intelligent.

Scientists have attempted to compare the levels of cognition and problem solving skills of parrots and crows. They used a combination of four tests, two of which involved tool-use. Overall, the kea parrots performed much better than the crows. While none of the crows employed more than one solution, the kea parrots were quicker in discovering multiple solutions.

- (a) Say whether the statements given below are true or false. **4x1=4**
- (i) Parrots and crows can be classified as corvids.
 - (ii) If an animal has a large brain size it is expected to be more intelligent.
 - (iii) The brain of a crow is as large as that of a chimpanzee.
 - (iv) An animal or bird's use of a tool indicates the ability to think and understand.
- (b) What brain functions are located in the fore brain? **2**
- (c) What kind of tests were used to judge and compare the cognitive level of crows and parrots? **2**
- (d) In what way did the kea parrots prove to be superior to the crows ? **2**

2. Do as directed.

5x1=5

- (a) There is still much to discuss. We shall _____, return to this item at our next meeting. (Use suitable connector)
- (b) They have not responded to our offer. They **can't/mustn't/ shouldn't** be interested. (select the appropriate modal)
- (c) Using better trained staff can increase productivity. (Begin with 'Productivity can-----')
- (d) I would like to attract the attention of the Board **to/at** point no.15 of the charter. (select appropriate preposition)
- (e) The efficiency of the staff is _____ due to immense work pressure. (improving/ declining) (select appropriate word)

3. Write down the text of a group discussion involving four participants on increasing security measures in their office. You may include some of the ideas given below:

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- * Security check at all entrances
- * Reducing number of entry points
- * Restricting visitors to the lobby near reception
- * Providing identified visitors with "visitors' Pan."
- * Maintaining a visitor's register.

4. Write a letter of application along with your curriculum Vitae (CV) for the Job of a Product Manager in a Publishing House. The advertisement is given below. 10

Position : Product Manager, Science & Maths
School Books

Qualification: Degree in Science or skills
Required Mathematics, MBA in
Marketing.

Technical Experience of
teaching maths or science

Job profile : Making review proposal

- * Providing feedback during
product development
- * effective marketing
- * making new market plans.

5. You are Ravi Parasher, Executive, HR Department, Surya Chemicals, Chennai. Write a memo to Ms. Rezia Begum, Senior Manager, R&D Division about the arrangement for the visit of Dr.T.R. Rao from Mumbai on January 20, 2012. 10