



BRAINWARE UNIVERSITY

Course – BCA / BSc(CS) / BSc(HN) / BAMW / BBA / BCOM

Business Communication - I (HU 201 / HU201(BL))

(Semester – 2)

Time allotted: 3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) Choose the antonym of **Liberty**.

- | | |
|---------------|----------------|
| a. Freedom | b. Captivity |
| c. Fraternity | d. Sovereignty |

(ii) Choose the correct meaning of the underlined idiom:

When I saw him in the morning, he looked like a duck in a thunderstorm.

- | | |
|-------------|---------------|
| a. Peaceful | b. Timid |
| c. Powerful | d. Distressed |

(iii) Sounds that are articulated with a stricture of close approximation are called _____.

- | | |
|---------------|---------------|
| a. Nasals | b. Fricatives |
| c. Affricates | d. Retroflex |

(iv) Choose the synonym of **Disgrace**:

- | | |
|----------|-----------|
| a. Sharp | b. Smooth |
| c. Shame | d. Shape |

(v) A person who leaves his own country and goes to live in another is called an _____.

- a. Emigrant
- b. Immigrant
- c. Effeminate
- d. Imposter

(vi) To accustom oneself to a foreign climate is to -

- a. adapt
- b. adopt
- c. accustom
- d. acclimatize

(vii) Choose one word for many:

A government by one person is called

- a. Autocracy
- b. Plutocracy
- c. Democracy
- d. Bureaucracy

(viii) The informal communication in a formal setup is called

- a. Group comm.
- b. Diagonal comm.
- c. Grapevine comm.
- d. Lateral comm.

(ix) Neither of us _____ there at the time of the accident.

- a. Are
- b. was
- c. has been
- d. were

(x) Choose the correct option and replace the underlined part of the sentence given below:

We must take it granted that he will not come for today's function.

- a. have it granted
- b. took it as granted
- c. taking it granted
- d. take it for granted

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

2. Explain the characteristics of Datta's customers in general, and his reactions to them.

[5]

3. What did Datta try to find from the old box of photographs? Why did he do so?

[2+3]

4. What suggestions did Datta give to the customer to help him to finalize the frame? [5]
5. What led to Datta's rehearsal of saying something untrue to his customer? Explain. [5]
6. Describe the photograph of the old man. What was the customer's opinion about him? [3+2]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) What is non-verbal communication? Describe its types in brief. [2+8]
(b) Differentiate between verbal and non-verbal communication. [2.5+2.5]
8. (a) Explain the types of barriers to communication. [10]
(b) What is the function of feedback in the process of communication? [5]
9. (a) Describe the models of communication. [6]
(b) Comment on Keith Davis' Rule of Five. [4]
(c) What is Grapevine communication? What are its advantages and disadvantages? [2+3]
10. (a) What do you mean by front, central and back vowels? Describe with the help of a vowel diagram and give examples of each. [3+4]
(b) Differentiate between:
(i) voiced and voiceless sounds
(ii) active and passive articulator [4]
(c) What is intonation? Define its types. [4]
11. (a) Describe the channels of internal business communication. [10]
(b) Differentiate between formal and informal communication. [2.5+2.5]