



## BRAINWARE UNIVERSITY

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

Business Communication III (HU401)

(Semester – 4)

**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) Dearth : Surplus :: ?

- |                      |                         |
|----------------------|-------------------------|
| a. Dream : Fantasy   | b. True : Unbelievable  |
| c. Touch : Repulsion | d. Simple : Complicated |

(ii) \_\_\_\_\_ had the alarm bell rung, \_\_\_\_\_ the guards set into action.

- |                    |                     |
|--------------------|---------------------|
| a. No sooner, when | b. As soon as, when |
| c. Scarcely, than  | d. No sooner, than  |

(iii) Which of the following is not one of the 4 A's of stress management?

- |          |           |
|----------|-----------|
| a. Avoid | b. Accept |
| c. Anger | d. Adapt  |

(iv) With what did the narrator cut the eye of Pluto in 'The Black Cat'?

- |              |            |
|--------------|------------|
| a. Pen-knife | b. Dagger  |
| c. Spear     | d. Hatchet |

(v) Find the odd one among the following:

- |              |              |
|--------------|--------------|
| a. Blackmail | b. Smuggling |
| c. Snobbery  | d. Forgery   |

- (vi) India is one of the \_\_\_\_\_ in the world.
- a. most populated countries                      b. more populated country  
c. most populated country                      d. more populated countries
- (vii) 'Not only did he broke the flower vase but he also damaged the painting.' Which part of the sentence has an error?
- a. damaged the painting.                      b. broke the flower vase  
c. Not only did he                      d. but he also
- (viii) The Captain, along with the team members, \_\_\_\_\_ arrived.
- a. Has                      b. Have  
c. Are                      d. Were
- (ix) P : chosen as the best pet of 2017  
Q: the dog which is eating bone  
R : in the Annual Dog Show of California  
S: is happy because it has been
- a. RSPQ                      b. QPRS  
c. RPQS                      d. QSPR
- (x) Which of the following is a key soft skill?
- a. Academic Excellence                      b. Aptitude  
c. Self-Motivation                      d. Intelligence

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

2. What trait of the narrator is emphasised at the beginning of 'The Black Cat'? How does it change in the course of the story? [3+2=5]
3. Why and how did the narrator kill his wife? How did he try to hide his sin? [2.5+2.5=5]
4. How does the story address the superstition associated with black cats? [5]

5. Comment on the conclusion of the story. [5]
6. What elements of Gothic fiction can be found in 'The Black Cat'? [5]

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) Discuss the various parts and features of a resume. [5]
- (b) Write your resume keeping in mind the points to make it effective. [10]
8. (a) Define EQ. What are the different categories of EQ? [5]
- (b) What are the key soft skills? Explain. [10]
9. (a) What do you mean by Conflict Management? What are the different Conflict Management Skills? [2+6=8]
- (b) Why is it essential to control anger? How can it be achieved? [3+4=7]
10. (a) Why is GD an important part of the interview session? [6]
- (b) How are soft skills important in creating a good impression during a GD session? [4]
- (c) What are the points to be kept in mind while being a part of a GD session? [5]
11. (a) How can we make presentation more effective? [4]
- (b) Out of the 3 P's of presentation, which according to you is the most important and why? [7]
- (c) How do presentation aids help in delivering an effective presentation? [4]