

BRAINWARE UNIVERSITY

Course - BBA / BCOM

Business Communication III & Language Practice (BBA(HU)401 / BCM(HU)401)

(Semester – 4)

Time	Full Marks: 70							
[The	e figure in the margin indicates full marks. their own words as		9					
	Grou	p –A						
	(Multiple Choice	Type Question)	$10 \times 1 = 10$					
1.	Choose the correct alternative from the following							
(i) The narrator felt the old man to be an embodiment of evil because of his								
	a. Crow eyes	b. Vulture eye	es					
	c. Sad eyes	d. Eagle eyes						
(ii)	Why is Group Discussion also called Lea	derless Discussion	n?					
	a. Because all Participants get equal speaking time.c. Because all participants are to speak individually.	the discussi d. Because all	on is started. participants start the on a level plane.					
(iii)	Scholarship:Brilliance::							
	a. Punishment:Indiscipline	b. Car:Driver						
	c. Race:Prize	d. Salary:Emp	oloyee					
(iv)	Find the odd one out: Compassion, Kind	ess, Generosity, I	Detest					
	a. Compassion	b. Generosity						
	c. Kindness	d. Detest						

(v)	v) What is the middle name of the author of the short story The Tell-Tale Heart				
	a.	Allen	b.	Alen	
	c.	Alan	d.	Allan	
(vi)	Which	Presentation?			
	a.	Prerogative	b.	Prepare	
	c.	Pedigree	d.	Perusal	
(vii)		ange the following sentence: (P) is it/shout/(V)prayers/(W)people/(X)what		chat/(R)attracts/(S)so many/(T)t	0
	a.	XPUVQRSWT	b.	PQRSTUVWX	
	c.	PQWXVUSTR	d.	ORSPTXUWV	
(viii)	Which of the following is not a pre-requisite for Group Discussion?			or Group Discussion?	
	a.	Active listening	b.	Creative Thinking	
	c.	Aggressiveness	d.	Confidence	
(ix)	Не	in prayer to God.			
	a.	Knelt	b.	Kneeling	
	c.	Kneeled	d.	Kneel	
(x)	How n	nany policemen arrived at the house	of th	ne narrator?	
	a.	Two	b.	Five	
	c.	Three	d.	Four	
		Group	– F	3	
		(Short Answer Ty	pe (Questions)	$3 \times 5 = 15$
Ansv	ver any <i>th</i>	aree from the following			
2.	Commer	nt on any two symbols in the short st	ory '	'The Tell-Tale Heart".	[5]
3.	Commer	nt on "The Tell-Tale Heart" as a spec	ime	n of gothic fiction.	[5]
4.		nt on the theme of 'Sanity and Insani short story "The Tell-Tale Heart".	ty' a	and 'Doppleganger'	[5]

5.		Comment on the character of the narrator in the short story "The Tell-Tale Heart".						
6.	6. What does the title of the short story "The Tell-Tale Heart" mean? How did the narrator kill the old man and how did he cover up the dead body?							
Group – C								
		(Long Answer Type Questions)	3 x 15 = 45					
Answer any <i>three</i> from the following								
7.	(a)	What is Group Discussion? What are its Objectives?	[2+5]					
	(b)	Discuss the features of Group Discussion with the help of a flow control.	[8]					
8.	(a)	What are the tools needed for effective presentation?	[8]					
	(b)	Write a short note on the Do's and Don't's of presentation?	[7]					
9.	(a)	How would you prepare for an interview? Discuss.	[8]					
	(b)	What are your views to improve interview performance?	[7]					
10.	(a)	Differentiate between CV and Resume.	[2.5+2.5]					
	(b)	What are the effective ways of writing / compiling a Resume.	[5]					
	(c)	Why is a resume an important document for a professional?	[5]					
11.	(a)	What are the different types of EQ?	[5]					
	(b)	Define Hard Skill and Soft Skill.	[2.5+2.5]					
	(c)	How can Soft Skills be developed?	[5]					