



BRAINWARE UNIVERSITY

Course – BBA / BCOM

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

(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) The narrator felt the old man to be an embodiment of evil because of his

- | | |
|--------------|-----------------|
| a. Crow eyes | b. Vulture eyes |
| c. Sad eyes | d. Eagle eyes |

(ii) Why is Group Discussion also called Leaderless Discussion?

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|--|--|
| a. Because all Participants get equal speaking time. | b. Because there is already a leader when the discussion is started. |
| c. Because all participants are to speak individually. | d. Because all participants start the discussion on a level plane. |

(iii) Scholarship:Brilliance::.....

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|----------------------------|--------------------|
| a. Punishment:Indiscipline | b. Car:Driver |
| c. Race:Prize | d. Salary:Employee |

(iv) Find the odd one out: Compassion, Kindness, Generosity, Detest

- | | |
|---------------|---------------|
| a. Compassion | b. Generosity |
| c. Kindness | d. Detest |

5. Comment on the character of the narrator in the short story “The Tell-Tale Heart”. [5]
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? [2+3]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* 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]