



BRAINWARE UNIVERSITY

Course – BCA / B.Sc(CS) / B.Sc(HN) / BAMW / BBA / B.Com.

Business Communication - I (HU 201)

(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. Answer all the questions:-

A. Mother was not at home. [Add a question tag.]

B. The study of ancient societies (One word Substitution)

- i. Anthropology ii. Archeology iii. History iv. Ethnology

C. Find out the meaning of the idiom 'A man of straw'

- i. A man of no substance ii. A very active person
iii. A worthy fellow iv. An unreasonable person

D. The grapes are now _____ enough to be picked.

- i. ready ii. mature iii. ripe iv. Advanced

E. Leave or remove from a place considered dangerous (One word Substitution)

- i. Evade ii. Evacuate iii. Avoid iv. Exterminate

F. A person pretending to be somebody he is not (One word Substitution)

- i. Magician ii. Rogue iii. Liar iv. Imposter

G. The man to **who I sold** my house was a cheat. (Spot the error)

- i. to whom I sell ii. to who I sell iii. who was sold to iv. to whom I sold

H. The problem was so difficult that I could not solve it. [Use-'too']

I. Rohan and Rohit are twin brothers, but they do not look_____.

- i. unique ii. different iii. likely iv. alike

J. Parking will be difficult and expensive. (Use "not only but also)

Group – B

(Short Answer Type Question)

3 x 5 = 15

Answer any three:

2. How did the picture of the middle- aged man in the dark suit give Datta an idea?
3. How, according to Datta, did people try to honour old men in photographs?
4. Write a note on Datta's Modern Frame Works.
5. Describe Datta’s mounting tension and the sudden relief he gets in the end.

Group – C

(Long Answer Type Question)

3x15 = 45

Answer any *three*:

6. What is Verbal Communication? What are the different types of Verbal Communication? How can you classify it further? [5+5+5]
7. What are the various channels of internal communication? Illustrate the advantages and disadvantages of diagonal communication. [8+7]
8. Differentiate between formal and informal communication. How do these help in effective communication. Give two examples each. [8+7]
9. What do you mean by Diphthongs and Monophthongs? Describe the different vowels with the help of a vowel diagram. [7+8]
10. Describe the term 'Intonation'. What are the different tone-groups? Illustrate with examples. [7+8]