BRAINWARE UNIVERSITY

Term End Examination 2021 - 22
Programme – Bachelor of Arts (Honours) in Multimedia & Web Development
Course Name – Business Communication-II
Course Code - HU301
(Semester III)

Time : 1 Hr.25 Min.

Full Marks : 70

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 70=70

Choose the correct alternative from the following :

(1) David cleaned his room by stuffing everything _____ his bed.

   a) in   b) on

   c) under   d) along

(2) We often go fishing _____ the river bank.

   a) towards   b) inside

   c) along   d) around

(3) Waiting for a bus is a ----- experience.

   a) kills   b) kill

   c) killing   d) Is killing

(4) He went on ----- foolishly.

   a) spoke   b) To speaking

   c) speaking   d) speaks

(5) Without the advice of a doctor ----- medicines is dangerous.

   a) taking   b) to takes

   c) takes   d) Is taking

(6) Fill in the blank with present participle : I met a boy _____ a box of chocolates.

   a) carried   b) carrying

   c) was carrying   d) had carrying

(7) Pick out the participle in the following sentence: Knowing his aptitude, he should have scored more runs.

   a) Knowing   b) aptitude

   c) scored   d) runs

(8) Fill in the blank with an infinitive: Strawberries are good _____.

   a) To eat   b) For eating

   c) eat   d) To eating

(9) A man who is womanish in his habits

   a) cynic   b) egotist

   c) effeminate   d) lunatic

(10) Fill in the blanks with infinitive. I decided ____ to the theatre myself as the others did n't want to come with me.

   a) To go   b) going

   c) Being gone   d) To going

(11) Fill in the blank: He was terrified _____.

   a) To speak   b) For speak

   c) In speak   d) speaking

(12) One who sneers at the beliefs of others.

   a) lunatic   b) effeminate

   c) cynic   d) egotist

(13) Choose the correct statement:

   a) It cost the management 10 crores to built the hospital.   b) It costs the management 10 crores to build the hospital.

   c) It cost the management 10 crores to building the hospital   d) It cost the management 10 crores for build the hospital.

(14) Fill in with correct degree of comparison: Platinum is _____ than any metal.

   a) precious   b) More precious

   c) Most precious   d) Many precious

(15) In the Middle Ages, people ..... travel by plane.

   a) could   b) Can't

   c) had to   d) Couldn't

(16) One who often talks of his achievements.

   a) effeminate   b) egotist

   c) cynic   d) lunatic

(17) Be polite! You ..... speak rudely to your brother.

   a) Don't have to   b) Have to

   c) Shouldn't   d) should

(18) You ..... exceed the speed limit. It's dangerous.

   a) Don't have to   b) must

   c) can   d) Mustn't

(19) When he was young, he _____ swim very well. He won medals and championships!

   a) Had to   b) can

   c) could   d) should

(20) I left my purse at home. Lily, _____ you lend me ten dollars?

   a) may   b) could

   c) Shouldn't   d) should

(21) I think that sign means we _____ enter the building. Look, there's a security guard too.

a) won't
b) have to
c) mustn't
d) see through

(22) Lindsay watched the movie in French and _____ understand much of it.

a) didn't have to
b) can't
c) couldn't
d) shouldn't

(23) A complaint letter should contain a demand for _____ in it.

a) leave
b) compensation
c) comprehension
d) timeliness

(24) Without a _____ of an authority, a Notice doesn't have any importance.

a) seal
b) designation
c) signature
d) reference

(25) _____ is not parameter to analyze an audience.

a) religion
b) race
c) caste
d) gender

(26) The harvested plants were left on a dry land to dry. This is a _____ sentence.

a) simple
b) compound
c) complex
d) multiple

(27) He went to the airport because he wanted to welcome his brother. This is a _____ sentence.

a) simple
b) multiple
c) compound
d) complex

(28) This plan will go _____ your interests.

a) again
b) against
c) amid
d) above

(29) They cross-examined everyone _____ Ratan.

a) out of
b) accept
c) but
d) and

(30) He came _____ the house.

a) from among
b) from off
c) from within
d) from under

(31) A train runs _____ than a motor car.

a) fastly
b) quick
c) swift
d) faster

(32) Napoleon was defeated in the Battle of Waterloo. The Mood of this sentence is _____ _____.

a) Indicative
b) Imperative
c) conducive
d) interrogative

(33) Reading of good books is a healthy entertainment. Here, 'Reading' is a _____ _.

a) Infinitive
b) Superlative
c) Gerund
d) Participle

(34) Let it be done. This sentence is in _____ Voice.

a) Active
b) Seductive
c) Passive
d) Convulsive

(35) He asked me if I _____ the book.

a) read
b) did read
c) can read
d) had read

(36) The 'T' of SWOT analysis is _____.

a) theft
b) tough
c) throat
d) threat

(37) A person who talks in sleep is called as

a) Philatelist
b) Somnambulist
c) Somniloquist
d) Oneirocritic

(38) A person who cannot help but steal whatever he can find.

a) daconomaniac
b) thanatomaniac
c) kleptomaniac
d) heomaniac

(39) A physician who diagnoses and interprets the changes caused by disease in tissues and body fluids

a) Pharmacist
b) Psychologist
c) Optometrist
d) Pathologist

(40) A person involving in an activity for pleasure and not money is called as

a) Amateur
b) Follower
c) Altruist
d) Antiquarian

(41) Caught between two stools (Choose the appropriate meaning of the idiom)

a) met with an accident
b) difficulty in choosing between two alternatives
c) struck in a calamity
d) none of these

(42) The two internal elements of swot analysis are

a) weaknesses and threats
b) opportunities and threats
c) strengths and weaknesses
d) Strengths and threats

(43) A SWOT analysis looks at

a) Internal factors only
b) External Factors only
c) Both internal and external factors
d) None of these

(44) Reviewing your interests is a good step to take when you are

a) analyzing an audience
b) analyzing the speaker's situation
c) Choosing a topic
d) Organizing your speech

(45) The peasant refused to grovel _____ the feet of this master.

a) on
b) about
c) upon
d) at

(46) It is dangerous to intrude _____ the enemy's campus.

a) in
b) into
c) on
d) through

(47) President Saddam Hussain has lived _____ the gun all his life

a) with

c) by

b) for

d) on

(48) The mother was anxious _____ the safety of her son.

a) at

c) for

b) about

d) upon

(49) A good judge never jumps _____ the conclusion.

a) to

c) at

b) for

d) on

(50) He was killed _____ a highwayman _____ dagger.

a) by;for

c) in;for

b) by;with

d) with;for

(51) Make up one's mind (Choose the appropriate meaning)

a) to be prepared

c) make a decision

b) to make someone happy

d) To criticize someone

(52) To weather the storm(Choose the appropriate meaning)

a) survive a difficult situation

c) victim of crisis

b) create difficulty for others

d) unsuccessful attempt

(53) She played a cat and mouse game with all her boyfriends. (Choose the appropriate meaning)

a) She played a game

b) She had a cat

c) Her boyfriends gave her cats and mice

d) She played like a cat with her boyfriends who were all like mice

(54) She knew that the best way to get into hot water was to anger her boss. (Choose the appropriate meaning)

a) to enter water heated by the sun

c) to be confused

b) to have hot water

d) to get into trouble

(55) She knew that it took two to tango and if he objected, she would not be able to pass the test(Choose the appropriate meaning)

a) two people to agree

c) two people to be angry

b) two people to disagree

d) None of these

(56) I was hoping against hope that she would agree to my proposal(Choose the appropriate meaning)

a) Hoping for something

c) Hoping without any/little chance of success

b) Hoping against something

d) None of these

(57) She was scared to death when she realised she had selected the wrong slide for the company presentation. (Choose the appropriate meaning)

a) She actually died from fear

c) She felt death was frightening

b) She suffered extreme death-like fear

d) None of these

(58) She was the shining star in the office when it came to efficiency and punctuality. (Choose the appropriate meaning)

a) She was shiny like a star

b) She was as luminescent as a shining star when it came to performance

c) Stars were shining in the office

d) None of these

(59) The demolition of the Babri Masjid had been a political hot potato for years. (Choose t

he appropriate meaning)

a) a hotly debated delicate issue

b) a helping agent

c) forbidden issue

d) something that has been for long in the news papers

(60) Prasanna had a good —— for stage

a) trup

b) troop

c) troup

d) troupe

(61) The TV has lost _____ picture

a) it's

b) it is

c) of

d) None of these

(62) We _____ several trucks on the highway.

a) passed

b) past

c) Passing

d) None

(63) _____ of you must do the work.

a) some

b) sum

c) same

d) sam

(64) Audience analysis is an important factor in which of the following?

a) selecting a topic

b) organizing the speech

c) choosing supporting materials

d) all of these

(65) The process by which a speaker seeks to create a bond with listeners by emphasizing common values, goals, and experiences is referred to as by communication scholars.

a) Framing

b) Identification

c) egocentricism

d) Structuring

(66) The fact that audiences are egocentric means that

a) listeners believe their cultural group is superi or to all other groups..

b) listeners are concerned above all with how a speech will affect them.

c) listeners interpret the speech through the spe aker's frame of reference

d) 1 and 2 only

(67) What are the two types of audience analysis ?

a) demographic and situational

b) personal and impersonal

c) occupational and educational

d) psychological and sociological

(68) One of the ways speakers analyze audiences is by looking at traits such as age, gender, sexual orientation, religion, group membership, and racial, ethnic and cultural backgro und. What is this called?

a) demographic audience analysis

b) psychological audience analysis

c) background audience analysis

d) situational audience analysis

(69) If you were giving a persuasive speech to a general audience on the issue of illegal im migration, the most important factor to consider when analyzing your audience would probably be its

a) size

b) gender

c) Ethnic background

d) education

(70) Very often we donot get what we pine ___

a) about

b) for

c) at

d) on