



BRAINWARE UNIVERSITY
Term End Examination 2018 - 19
Programme – BBA/B.COM.
Course Name - Business Communication I
Course Code – 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. *Choose the correct alternative from the following*
 - (i) Give one word for 'Action of killing a large group of people'.

a. Regicide	b. Genocide
c. Sororicide	d. Patricide
 - (ii) Who is the author of 'Lamb to the Slaughter'?

a. Edgar Allan Poe	b. R. K. Narayan
c. Ruskin Bond	d. Roald Dahl
 - (iii) Identify the type of the sentence : 'May you be blessed'.

a. Imperative	b. Subjunctive
c. Optative	d. Exclamatory
 - (iv) He has ____ the habit of smoking.

a. Given up	b. Put up
c. Left away	d. Given in
 - (v) What does 'Polyglot' mean?

a. One who speaks three languages	b. One who speaks four languages
c. One who speaks several languages	d. One who speaks only one language
 - (vi) 'If I were a free man!' Identify the mood of the sentence.

a. Exclamatory	b. Imperative
c. Indicative	d. Subjunctive

- (vii) What is the one word for ‘One who is not sure about God’s existence’?
- | | |
|-------------|-------------------|
| a. Atheist | b. Theist |
| c. Agnostic | d. Anthropologist |
- (viii) What was the name of the husband of Mary Maloney?
- | | |
|---------|---------|
| a. Sam | b. Sam |
| c. Jack | d. Jack |
- (ix) We should abide ____ the rules.
- | | |
|---------|--------|
| a. Into | b. for |
| c. by | d. Out |
- (x) Mumbai is one of the _____ cities.
- | | |
|--------------|--------------|
| a. Busy | b. Busy |
| c. More busy | d. More busy |

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- | | |
|--|---|
| 2. What influence does Mary’s pregnancy have on their marriage? | 5 |
| 3. How does Roald Dahl create a sense of suspense in the story? | 5 |
| 4. How does the author use the element of dramatic irony in the plot of the story? | 5 |
| 5. Do you think that the title of the story is justified? | 5 |
| 6. How does Patrick’s profession turn out to be helpful for Mary? | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- | | |
|---|----|
| 7. (a) Transform the sentences as directed: | 10 |
| (i) She is more intelligent than any other student in the class. (Rewrite using superlative degree) | |
| (ii) Ananya is a dishonest person. (Rewrite changing into a Negative sentence) | |
| (iii) Mumbai is one of the busiest cities. (Rewrite using positive degree) | |
| (iv) He has some debts. He must repay those.(Combine using Infinitive) | |
| (v) I was walking in the garden. I saw a beautiful bird. (Combine using participle) | |
| (vi) Raj is more better than Rahul. (Rewrite the sentence correctly) | |
| (vii) What a liar you are! (Change into an Assertive sentence) | |

- (viii) Very few persons are as kind-hearted as her. (Rewrite using superlative degree)
- (ix) Yes! I am coming tomorrow. (Change into an Interrogative sentence)
- (x) Ratul said that he had his lunch. (Rewrite the sentence correctly)
- (b) Make sentences with the following: 5
- (i) Cut-throat
- (ii) Game-plan
- (iii) In a nutshell
- (iv) Take the bull by the horns
- (v) Same boat
8. (a) You have been working as a Purchase Officer in your company. The company wants to purchase new computers to set up new laboratory. Write a letter to Dell, enquiring about the computers and estimation. 8
- (b) You are the HR Manager of your company. Write an inter-office memo to instruct the employees to wear casual outfit on next Saturday on account of celebrating the Annual Day. 7
9. (a) What is SWOT analysis? Draw a table and show SWOT analysis of a market position of a small management consultancy with specialism in HRM. 10
- (b) Make sentences with the following phrasal verbs: 5
- (i) Run after
- (ii) Set in
- (iii) Call off
- (iv) Cut down
- (v) Break into
10. (a) Make sentences with the following words: 10
- i) hole , ii)whole
- iii) wonder, iv) wander
- v) pray, vi) prey
- vii) ship, viii) sheep
- ix) waist, x) waste
- (b) What is audience analysis? Why audience analysis is important? 5
11. (a) The Cultural Committee of your Institute will hold a meeting to discuss the Tech-fest that is about to take place. Write a notice to call the committee members to a meeting. Draft the agenda and minutes of the aforesaid meeting 5+5+5=15