



BRAINWARE UNIVERSITY

Term End Examination 2018-19

Programme – BCA / B.Sc.(CS) / B.Sc.(HN) / B.A.(MW)

Course Name- Business Communication - III

Course Code- 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) Name the author of the short story 'The Black Cat'.

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|--------------------|----------------------|
| a. Edgar Allen Poe | b. Edgar Alen Poe |
| c. Edgar Alan Poe | d. None of the above |

(ii) Which of the following pets did the narrator not have in the short story 'The Black Cat'?

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|-----------|---------|
| a. Mice | b. Cat |
| c. Monkey | d. Fish |

(iii) Which of the following is a Soft Skill?

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|-----------------|----------------------|
| a. Team-work | b. Credentials |
| c. Testimonials | d. None of the above |

(iv) Which of the following is also known as Leaderless Discussion?

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|--------------------------|----------------------|
| a. Behavioural Interview | b. Group Discussion |
| c. Panel Interview | d. None of the above |

(v) With which instrument does the narrator gouge out the black cat's eye?

- | | |
|------------------|-----------------|
| a. Scissors | b. Pen-Knife |
| c. Folding-Knife | d. Pocket-Knife |

- (vi) Which interview process best accesses the candidate's analytical abilities and communication skills??
- a. Behavioural Interview
 - b. Structured Interview
 - c. Problem-solving Interview
 - d. Unstructured Interview
- (vii) Group Discussion helps in accessing the behavioural and _____ responses of a candidate to a specific situation.
- a. Personal
 - b. Totalitarian
 - c. Attitudinal
 - d. None of the above
- (viii) Who propagated the 3 Principles of Employment Interview?
- a. Richard Calhoon
 - b. Richard Muldoon
 - c. Richard Costa
 - d. Richard Brinsley
- (ix) Which of the following is not a part of the 3P's of Presentation?
- a. Prepare
 - b. Pretend
 - c. Practice
 - d. Perform
- (x) With what did the narrator in the short story The Black Cat murder his wife?
- a. Axe
 - b. Pick-axe
 - c. Shovel
 - d. None of the Above

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Comment on the symbol of the white mark on the second black cat. [5]
- 3. Do you believe the narrator of the short story The Black Cat to be a psychopath? Justify your answer. [5]
- 4. What makes The Black Cat a Gothic story? [5]
- 5. Comment on the theme of superstition in The Black Cat. [5]
- 6. Comment on the conclusion of the short story The Black Cat. [5]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) Define the following: [10]
- (I) Unstructured Interview
 - (II) Hard Skills
 - (III) Any two Key Soft Skills
 - (IV) Pareto Rule
 - (V) Group Discussion
- (b) What are the limitations of Interview? [5]
8. (a) What are the Dos and Don'ts of Group Discussion? [10]
- (b) How does Group Discussion help in improving the all-round development of a candidate? [5]
9. (a) Define Behavioural Interview. What are its differences with Traditional Interview? [5+2=7]
- (b) Discuss the contents of a CV/Resume. [8]
10. (a) What points should be kept in mind to make a presentation effective. [10]
- (b) What are the problems that arise in case of Traditional Interviews? [5]
11. (a) Distinguish between Monochronic and Polychronic cultures. [10]
- (b) Discuss some means of Anger Management. [5]
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