



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme– BBA/ B.Com.

Course Name – Business Communication-III and Language Practice

Course Code –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) Which of the following is NOT an example of Soft Skills?
 - a. Time Management
 - b. Anger Management
 - c. Self-Motivation
 - d. Accounting
 - (ii) The synonym for telltale is
 - a. frightened
 - b. unreliable
 - c. revealing
 - d. confused
 - (iii) Which one of the following is one of the 3 Ps of Presentation?
 - a. Pitch
 - b. Perfection
 - c. Performance
 - d. Purity
 - (iv) In an interview, you must NOT be
 - a. Punctual
 - b. Prepared
 - c. Confident
 - d. Casual
 - (v) Résumé means
 - a. Summary
 - b. Analysis
 - c. Examples
 - d. Professional Details
 - (vi) _____ is NOT judged during a Group Discussion.
 - a. Leadership Potential
 - b. Communication Skills
 - c. Critical Qualities
 - d. Writing Skills

- (vii) In a CV, your educational qualification should be arranged in _____ order.
- a. chronological
 - b. random
 - c. reverse chronological
 - d. alphabetical
- (viii) Stress interview refers to an interview which
- a. tests your ability to handle stress
 - b. gives you stress
 - c. asks you to cause stress
 - d. None of these
- (ix) During a Group Discussion you should
- a. talk all the time
 - b. keep silent and listen to others
 - c. be aggressive
 - d. None of these
- (x) The name of the narrator of the Short Story was
- a. Allan
 - b. Mark
 - c. Henry
 - d. Not mentioned

Group – B

(Short Answer Type Questions)

3 x5 = 15

Answer any *three* from the following

- 2. What are the two central motifs in The Tell-Tale Heart explain? 5
- 3. Do you believe the narrator when he claims that he is not mad? Justify your arguments. 5
- 4. Why did the police come to the house? What story did the narrator tell the police? 5
- 5. Why does the narrator want to kill the Old Man? 5
- 6. Why did the narrator confess his act? 5

Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following

- 7. (a) Write down the differences between Soft Skills and Hard Skills. 5
- (b) What are the key Soft Skills? Give examples. 10
- 8. Write short notes on the following (any three): 5x3
 - i. Structured Interview
 - ii. Unstructured Interview
 - iii. Stress Interview
 - iv. Limitations of Interview
- 9. (a) What are the differences between a CV and a Resume? Which one do you need if you apply for a job of the Chief Executive Officer of a renowned company? 5+2
- (b) Prepare your CV. 8

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| 10. | (a) | What is Group Discussion? | 5 |
| | (b) | Why Group Discussions are conducted | 5 |
| | (c) | What are skills required to excel in Group Discussion? | 5 |
| 11. | (a) | How can you improve your presentation skills? | 7 |
| | (b) | Write down five things you are NOT supposed to do during a presentation. | 5 |
| | (c) | What is Audience Analysis? | 3 |
