



BRAINWARE UNIVERSITY

Course – MBA /MCA/ M.Com.

Business Communication & Soft Skill Development (MBA 102) /

English Communication (MCA(HU)101) /

English Communications & Business Communication (MCM(HU)101)

(Semester – 1)

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

Choose the correct alternatives of the following :

1. Kinesics is

i. the study of body language

ii. the study of birds

iii. the study of words

iv. the study of intonation.

2. To be an effective listener

i. One should have a negative attitude to the speaker

ii. One should report to discriminate listening.

iii. One should develop the skill of focusing and clarifying .

iv. One should look at the speaker's body language.

3. Communis means

i. to share

ii. To talk

iii. To feel

iv. To understand

4. Feedback is

I. response of the receiver

iii. response of the manager

ii. response of the encoder

iv. response of the customer.

5. Empathy leads to

- i. understanding
- ii. sympathy
- iii. apathy
- iv. Feeling.

6. Diagonal communication is

- i. cross-wise communication
- ii. vertical communication
- iii. horizontal communication
- iv. lateral communication.

7. Grapevine communication is an example of

- i. informal communication
- ii. formal communication
- iii. non-verbal communication
- iv. none of these.

8. Eye-contact is a part of

- I. sign language
- ii. space language
- iii. body language
- iv. paralanguage.

9. Which of the following is not an example of upward communication ?

- i. orders
- ii. complaints
- iii. grievances
- iv. periodical reports.

10. Announcements in railway stations serve as instances

- i. mass communication
- ii. interpersonal communication
- iii. Extra-personal communication
- iv. intrapersonal communication

Group – B
(Short Answer Type Question)

3 x 5 = 15

Answer **any three** of the following

1. How is the title of H.E Bates's 'The Ox' related to its theme?
2. Analyse the theme of pain and suffering in the story 'The Ox'.
3. Bring out the importance of the character of Mrs. Thurlow in 'The Ox'.
4. What was the sole entertainment for Mrs. Thurlow's? Explain the significance of it in her life.

Group – C

C1. (Long Answer Type Question) 45

Answer **any four** of the following 4 x 9 =36

1. What is grapevine? What is its importance in an organization?
2. Explain the difference between oral and written communications. Which according to you is more important?
3. What do you mean by Listening? What are the different types of Listening? Point out the barrier of effective listening.
4. List out any four barriers to communication and state how they can be managed.
5. What are the stages for writing business messages stating the different stages of writing?

C2. Answer the following questions 9x1 =9

1. Do as directed:
 - a. The staff is required to watch a safety video every year. (Change the voice)
 - b. The police caught the thief. (End..... By the police)
 - c. "Shall I ask her to wait," said Pamela. [Change into Reported Speech]
 - d. If you had not advised me, I would have fallen into the trap. [Begin: But....]
 - e. It was so late that I could not attend the class. [Use: too]
 - f. I am coming with you. [Provide a suitable question tag]
 - g. As soon as Rama starts to run the race, the crowd cheers her. [Begin: No sooner ...]
 - h. He is a principled man. [Use: principle]
 - i. Very few Prime Ministers are as scholarly as our Prime Minister. [Change into superlative]