



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 Questions)

10 x 1 = 10

1.Choose the correct alternative of the following:

A. Give one word for ‘A place where birds are kept’.

- i. apiary ii. aviary iii. polyandry iv. inflammable

B. Which part of the sentence has an error: He is independent from his parents.

- i. He is independent ii. He is
iii. from his parents iv. No error

C. I feared to wake him up he should wake up.

- i. yet ii. has
iii. lest iv. then

D. What was Mrs. Thurlow's brother's profession?

- i. police ii. baker iii. mason iv. carpenter

E. What does the idiom'At the drop of a hat' mean?

- i. to win a victory ii. to be overruled iii. To be ignored iv. without any hesitation;
instantly.

F. Which one is the third stage of writing?

- i. Planning ii. Proof-reading iii. Drafting iv. Reviewing

G. The study of the role of time in communication is called _____

- i. Kinesics
- ii. Haptics
- iii. Chronemics
- iv. Proxemics

H. He is staying Ramnagar, a little village Kolkata.

- i. to / on
- ii. with / at
- iii. with / on
- iv. at / in

I. _____ is the first stage of the communication process.

- i. Encoding
- ii. Decoding
- iii. Feedback
- iv. None of the above

J. The syllabus to be completed by the teacher in class.

- i. must
- ii. Ought
- iii. Lest
- iv. Can

Group - B

(Short Answer Type Questions)

3 x 5 = 15

Answer any **three** of the following:-

- 2 Describe how Mrs. Thurlow spent her days.
- 3 What character of Mrs. Thurlow does H. E Bates portray in 'The Ox'?
- 4 Comment on the tragic conclusion of the story?
- 5 What role does money play in the story?

Group - C

(Long Answer Type Questions)

45

C.1. Answer any **four** of the following:-

[4 x 9 = 36]

6. What are the features and kinds of verbal communication?
7. Define communication and state its features, types, processes and objectives. What are the different steps of the Keith Davis rule?
8. What are the barriers of communication? How does it affect communication? What do you mean by feedback?
9. Describe the different stages of writing. Comment on its importance.
10. Can public speaking and presentation be differentiated?

C.2. Answer the following:

11. Do as directed:-

[1 x 9 = 9]

- i. He promised her a present. (Change the Voice of the sentence)
- ii. Make sentence with the idiom 'out of the bag'.
- iii. He generally Hindi, but today he English. (Use the correct form of the verb 'Speak')
- iv. The council unanimous in its decision. (is/are Use the correct one)
- v. The jailbird was treated harshly by them. (Begin with 'They')
- vi. I would rather suffer apologize. (Fill in the blanks with the appropriate conjunction)
- vii. The bell rang. The students left the class. (Join without using 'no sooner')
- viii. The members of the jury was divided in their opinion. (Rewrite the sentence correctly)
- ix. Give one word for 'someone who is all powerful/someone who cannot be defeated' and make a sentence with it.