

BRAINWARE UNIVERSITY

Course – M.Com. / MBA Paper Code – MBA(HU)101/MCM(HU)101 Business Communication and Soft Skill Development

(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 Ouestions)

		J. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	
1. Choose the correct alt	ernatives of the fo	llowing:	
A. Nothing can my decision.			
i. altar ii. alter	iii. alteration	iv. alternative	
B. This plant is very sensitive		touch.	
i. by	ii. to		
iii. in	in iv. when		
C. What type of non-verbal is voice?			
i. Kinesics ii. Proxem		emics	
iii. Chronemics	emics iv. Paralinguistic		
D. What was the colour of Mrs. Thurlow's nightgown?			
i. brown	ii. black		
iii. grey	iv. None of the above		
E. He is a poet a statesman.			
i. either / nor ii	. neither / or	iii. both / and	iv. Not only / as well as
F. Give one word for 'that can be spread through touch'.			
i. Contagious ii. Infidel iii. Corrosive iv. Precarious			

 $10 \times 1 = 10$

G. What is the first stage of writing?

i. Drafting ii. Reviewing

iii. Editing iv. Planning

H. Which one of the following is not a soft skill?

i. Technical Skills ii. Leadership Skills

iii. Time Management iv. Flexibility and Adaptability

I. What was the plate in the head of Mr. Thurlow made of?

i. Steel ii. Copper iii. Aluminum iv. Silver

J. No sooner did these words escaped his lips than she fainted. Which part of the sentence has an error?

i. No sooner did these ii. words escaped his lips

ii. than she fainted iv. None of the above

Group - B

(Short Answer Type Questions)

 $3 \times 5 = 15$

Answer any **three** of the following

2. Describe the daily routine of Mrs. Thurlow.

- 3. Why was Mr. Thurlow arrested? How did he die?
- 4. What is the central concern of the story, 'The Ox'.
- 5. What role does fate play in the story that finally brings about the tragic conclusion?

Group - C

(Long Answer Type Questions)

45

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

 $[4 \times 9 = 36]$

- 6. What are the different types of soft skills? What is the need of time and stress management? How can they be achieved?
- 7. Differentiate between business presentation and public speech. What principles are to be followed while preparing a business presentation?

- 8. What are the features of effective listening? Explain the various kinds of effective listening.
- 9. What do you mean by proxemics and chronemics? What role does body language play in effective communication?
- 10. Mention some organizational objectives and barriers of communication.

C.2. Answer the following:

 $[9 \times 1 = 9]$

11. Do as directed:

- a) Nothing but the foundation of the building remains. (Begin: All)h)
- b) Make sentence with the idiom 'to make both ends meet'.
- c) The police has arrested the thief. (Rewrite the sentence correctly)
- d) a) A series of lectures -- -- (has/have) been arranged on the subject.
 - b) Either he or they -- -- (is/are) to be blamed.
- e) Everyone ignored the warning. (Change the voice)
- f) The Principal dealt -- -- the students kindly. (Fill in the blank with a preposition)
- g) He was awarded. He was praised. (Join using 'not only...but also')
- h) The Captain with all the players have arrived. (Identify the error and rewrite correctly)
- i) Give one word for 'the man whose wife is dead' and use in a sentence of your own.