



BRAINWARE UNIVERSITY

Course – BCA / BSc. CS / BSc. HN / BAMW
Business Communication-II (HU 301)
 (Semester-3)

Time Allotted: 3 hours

Full marks: 70

[The figures 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. Which among the following is not a benefit of good listening skills?

- i) Mutual trust ii) Boosts confidence iii) Improves handwriting iv) Fewer mistakes

B. Chronemics is

- i) Study of space in communication ii) Study of time in communication iii) Study of touch
 iv) Study of smell

C. If your boss pats you on the back, it means

- i) He is angry at you ii) He is pleased with your performance iii) He wants you to stop working
 iv) He wants to demotivate you

D. Graphs and charts are used for

- i) Giving and interpreting visual information ii) Analysis of data iii) As helping materials in teaching
 iv) All of them

E. You want to buy a used car. Which advertisements will help you contact a seller?

- i) To-Let ii) Position Wanted iii) For Sale/Purchase iv) Grooms Wanted

F. You are sending your resume to a reputed cement company. Which among the following is too irrelevant to be mentioned in your resume?

- i) Educational qualifications ii) Work Experience iii) Height and weight iv) salary expected

G. Which of the following is not an example of non-verbal communication?

- i) Talking over the phone
- ii) Looking intently at someone
- iii) Standing too close to a speaker
- iv) Giving a thumbs up

H. Why do we use Notice?

- i) To notify others about an event
- ii) To search for a missing object
- iii) To organize a competition
- iv) All of them.

I. What is the full form of CC in an email?

- i) Carbon Copy
- ii) Casual Copy
- iii) Common Copy
- iv) Concrete Copy

J. How many C's are there in business writing?

- i) 4
- ii) 2
- iii) 6
- iv) 7

Group - B

(Short Answer Type Questions)

3 x 5 = 15

Answer any **three** of the following:

2. What is the central idea of O. Henry's 'The Service of Love'?
3. What kind of a job did Delia actually do?
4. Write a circular announcing the opening of a new branch of a jewelry store in your area.
5. Mention the Ten Commandments of good listening.

Group - C

(Long Answer Type Questions)

3 x 15 = 45

Answer any **three** of the following:

6. How do the characters in O. Henry's short story, 'The Service of Love' do justice to their love, despite lying to each other? Explain in detail.
7. Write an agenda and a minute for a meeting which is on the annual performance evaluation of the employees in a company that makes jeans.
8. Explain the advantages and disadvantages of non-verbal communication.
9. Write a letter to the Branch manager of a bank to register complaint against poor service by the staff.