



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme – Bachelor of Computer Applications / Bachelor of Science (Honours) in  
Computer Science / Bachelor of Science (Honours) in Hardware & Networking / Bachelor  
of Arts (Honours) in Multimedia & Web Development**

**Course Name – Business Communication-II**

**Course Code – HU301**

(Semester – 3)

**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) I need \_\_\_\_\_ sleep.

a. Good

b. A good

c. The good

d. Much good

(ii) What time the football game start?(Find the part of the sentence that has an error)

a. What time the

b. the football game

c. Football game start?

d. No correction required

- (iii) Find correct sequence of sentences:  
1. In spite of an unprecedented boom in the market  
P: and had to remain content  
Q: the paper dealer could not  
R: push up his sales  
S: with the volume of sale lower than  
6: what he had sold the previous year.
- |         |         |
|---------|---------|
| a. QRPS | b. QPRS |
| c. PRQS | d. PQSR |
- (iv) In the modern format of writing business correspondence the sender's address is written on the \_\_\_\_\_ side.
- |           |                             |
|-----------|-----------------------------|
| a. Right  | b. Left                     |
| c. Center | d. It is not written at all |
- (v) What was the name of Jayonto's father in the short story "Fritz"?
- |                      |                      |
|----------------------|----------------------|
| a. Animesh Dasgupta  | b. Anantesh Dasgupta |
| c. Akhilesh Dasgupta | d. Alibesh Dasgupta  |
- (vi) What was Jayonto's age when he visited Bundi with his friend?
- |       |       |
|-------|-------|
| a. 31 | b. 37 |
| c. 34 | d. 36 |
- (vii) It is \_\_\_\_\_ honour to finally meet you.
- |        |                      |
|--------|----------------------|
| a. The | b. An                |
| c. A   | d. None of the Above |
- (viii) Which of the following is a type of Listening?
- |                       |                          |
|-----------------------|--------------------------|
| a. Serious Listening  | b. Superlative Listening |
| c. Borrowed Listening | d. Superficial Listening |
- (ix) Sharon hates to listen to rap music, \_\_\_\_\_ will she tolerate heavy metal.
- |        |                      |
|--------|----------------------|
| a. Nor | b. But               |
| c. Or  | d. None of the above |

- (x) Among the Ten Commandments of Listening, which point can be said to be the feedback process?
- a. Don't Interrupt
  - b. Keep quiet
  - c. Ask questions
  - d. None of the above

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Comment on the conclusion of the short story "Fritz". 5
- 3. Comment on the setting of the short story "Fritz". 5
- 4. Comment on the prevalent themes in the short story "Fritz". 5
- 5. Describe Fritz. As a kid how was Jayonto's relationship with it? 5
- 6. What impression of the narrator do you have from your reading of the short story "Fritz"? 5

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. (a) Define the Following:
  - (i) Quotation Letter
  - (ii) Agenda and Minutes of a meeting
  - (iii) Time Management
  - (iv) Business Correspondence
  - (v) Memorandum 10
- (b) You are the Secretary of the University Public Welfare Committee. Draft a notice informing the students of a "Cleanliness and Hygiene Workshop" to be held at your University. Invent necessary details. 5
- 8. (a) You are the Store Manager of a University. Draft a Quotation Letter for the purchase of supplies to open a new building block in the campus. Also include the reply from a prospective seller. 10
- (b) Keeping in mind this above situation draft an Order Letter to that seller. 5
- 9. (a) What do you understand by netiquette? 5
- (b) What do you mean by Managerial Skills? Discuss its importance. 10

- |         |   |    |
|---------|---|----|
| 10. (a) | Define Listening. What are its Ten Commandments?  | 5  |
| (b)     | Discuss the various types of Listening.   | 10 |
| 11. (a) | You are a student aspiring for admission to an undergraduate course in a college. Write a letter of enquiry and its reply regarding this subject. Incent necessary details. | 10 |
| (b)     | Define Stress and Anger management.   | 5  |

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