



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

**Programme – Bachelor 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 (BL)

(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) Who wrote the short story 'The Service of Love'?

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|-----------------|----------------|
| a. Evelyn Waugh | b. Marie Curie |
| c. O'Henry | d. Franz Kafka |

(ii) What does the idiom 'Oily tongue' mean?

- | | |
|--------------------------------------|-----------------------------|
| a. Speaking doubtfully about someone | b. Speaking ill of someone |
| c. Speaking about someone | d. Speaking well of someone |

(iii) 'Handshake' is an example of _____.

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|---------------|--------------------|
| a. Kinesics | b. Haptics |
| c. Chromatics | d. Paralinguistics |

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| 5. Analyze the characters of Joe and Delia. | 5 |
| 6. Comment on the theme of sacrifice in 'The Service of Love'. | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|---|-----|
| 7. (a) What do you mean by Managerial Skills? | 5 |
| (b) Define Conflict Management. What are its different types? | 10 |
| 8. (a) The hard drive in your computer is full of valuable files and data. Write a memo to Andrew Symonds, your superior, requesting for your hard drive to be replaced by one with a greater capacity. Make a strong case for it using points like greater productivity, better programs, etc. | 5 |
| (b) Define Time Management. How can it be effective? | 5 |
| 9. (a) How does Anger Management help in achieving your goals? | 10 |
| (b) What are the different strategies of Anger Management? | 5 |
| 10. (a) You are the Secretary of the University Environmental Committee. Draft a notice informing the students of a 'Plant Sowing Campaign' to be held on campus. Invent necessary details. | 5 |
| (b) What are the Barriers to Effective Listening? | 5 |
| (c) Write a circular announcing holiday at a school on account of incessant rain and water-logging. Invent necessary details. | 5 |
| 11. (a) What are the various advantages of Non-Verbal Communication? | 5 |
| (b) Write short notes on: (i) Proxemics (ii) Audio-visual Communication. | 5+5 |