

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) $10 \times 1 = 10$ 1. Choose the correct alternative from the following Who wrote the short story 'The Service of Love'? (i) b. Marie Curie a. Evelyn Waugh c. O'Henry d. Franz Kafka What does the idiom 'Oily tongue' mean? (ii) a. Speaking doubtfully about b. Speaking ill of someone someone d. Speaking well of someone c. Speaking about someone (iii) 'Handshake' is an example of _____ a. Kinesics b. Haptics c. Chromatics d. Paralinguistics

(iv)	Give o	one word for 'one who is all-powerfu	l'.		
	a.	Omnipresent	b.	Omnipotent	
	c.	Omniscient	d.	None of the Above	
(v)	Joe lea	arnt painting from the		in 'The Service of Love'.	
	a.	Great Magister	b.	Rosenstock	
	c.	Turner	d.	Joshua Reynolds	
(vi)	'Hater	of womankind' is called			
	a.	Misogynist	b.	Misogamist	
	c.	Philanthropist	d.	Misanthropist	
(vii)	Which	n of the following is a part of 3P's of	Pres	entation.	
	a.	Prepare	b.	Prerogative	
	c.	Project	d.	None of the above	
(viii)	iii) 'She is not talking with me.'-Which part of the sentence has an error?				
	a.	She is	b.	Not talking	
	c.	With me	d.	No error	
(ix)	That n	news has not me.			
	a.	Effected	b.	Affeceted	
	c.	Affect	d.	effect	
(x)	Under	whom was Delia studying music?			
	a.	Rembrandt	b.	Magister	
	c.	Rosenstock	d.	None of the above	
		Group			
		(Short Answer Ty	pe (Questions)	$3 \times 5 = 15$
	•	hree from the following			_
2.	Discuss Delia's story that she narrates to Joe.				5 5
3.	Comment on the story that Joe cooks up in the short story 'The Service of Love'.				
4.	Do you think the title of the story is appropriate? Justify. 5				

5.	Analyze the characters of Joe and Delia.				
6.	. Comment on the theme of sacrifice in 'The Service of Love'.				
Group – C					
		(Long Answer Type Questions)	3 x 15 = 45		
Ansv	wer aı	ny three from the following			
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.	o 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.	a 5		
	(b)	What are the Barriers to Effective Listening?	5		
	(c)	Write a circular announcing holiday at a school on account of incessant rai and water-logging. Invent necessary details.	n 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		
