



BRAINWARE UNIVERSITY

Term End Examination 2019 - 20

Programme – Master of Business Administration

Course Name – Business Communication and Soft Skill Development

Course Code – MBA(HU)101

(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 Question)

20 x 1 = 20

1. *Choose the correct alternative from the following (Answer any Twenty)*
 - (i) Choose the proper synonym of the word RELEVANT
 - a. Inappropriate
 - b. Significant
 - c. Unsuitable
 - d. Insignificant
 - (ii) The word 'communication' comes from which Latin word-
 - a. Communis
 - b. Comunis
 - c. Communist
 - d. Comunist
 - (iii) Communication is a ____ process.
 - a. One-way
 - b. Two-way
 - c. Multiple-way
 - d. Half-way
 - (iv) Which is not a flow of communication?
 - a. upward
 - b. diagonal
 - c. grapevine
 - d. horizontal

- (v) The man to who I sold my house was a cheat. – What will be the correct one?
- a. to whom I sell
 - b. to who I sell
 - c. who was sold to
 - d. to whom I sold
- (vi) A hater of womankind is called-
- a. philanthropist
 - b. misanthropist
 - c. misogynist
 - d. misogamist
- (vii) _____ did the bell ring _____ the children rushed out of the classroom.
- a. No sooner/when
 - b. Scarcely/than
 - c. No sooner/than
 - d. Not only/but also
- (viii) Which of these should be avoided during the delivery of a speech?
- a. Confidence
 - b. Clarity
 - c. Rudeness
 - d. Pauses
- (ix) Which of these is a main element of non-verbal communication?
- a. Volume of the speaker
 - b. Age of the speaker
 - c. Name of the speaker
 - d. Name of the listener
- (x) Which one does not belong to Keith Davis's Rule of Five
- a. Report
 - b. Receive
 - c. Understand
 - d. Give Feedback
- (xi) Choose the correct statement:
- a. I met a beautiful , European woman
 - b. I met a beautiful European woman.
 - c. I met a beautiful European, woman.
 - d. I met a beautiful, European, woman.
- (xii) Kinesics is the study of:
- a. body's physical movements
 - b. physical space
 - c. touch
 - d. colour

- (xiii) Choose the correct statement:
- a. Tom went to the store to buy bread.
 - b. Tom went to the store to buy bread
 - c. Tom went to the store to buy bread?
 - d. Tom went to the store to buy bread!
- (xiv) Chromatics is the study of:
- a. body's physical movements
 - b. touch
 - c. colour
 - d. Physical space
- (xv) To end in smoke
- a. To make completely understand
 - b. To ruin oneself
 - c. To excite great applause
 - d. To overcome someone
- (xvi) Paralanguage is a kind of action language that refers to:
- a. body language
 - b. the tone of voice, speed of speech, and hesitation
 - c. personal space
 - d. actual words
- (xvii) For better readability, the number of bullet points on a slide should be:
- a. More than 7
 - b. Less than 7
 - c. Any number
 - d. 7-10
- (xviii) At one's fingertips
- a. To take revenge
 - b. Matter of shame
 - c. Complete knowledge
 - d. None of above
- (xix) Meta-communication conveys a meaning that is:
- a. graphically communicated
 - b. directly stated
 - c. incompletely conveyed
 - d. implied
- (xx) What is the best way to keep an audience engaged when giving a speech?
- a. By presenting new information about the topic
 - b. By presenting information the audience agrees with
 - c. By presenting information the audience disagrees with
 - d. By presenting information the audience already knows

- (xxi) _____ is NOT judged during a Group Discussion.
- a. Leadership Potential
 - b. Communication Skills
 - c. Critical Qualities
 - d. Writing Skills
- (xxii) During a presentation you should be aware of the _____ of the audience.
- a. gender
 - b. culture
 - c. location
 - d. All of the above
- (xxiii) The name of the narrator of the Short Story was
- a. Allan
 - b. Mark
 - c. Henry
 - d. Not mentioned
- (xxiv) The synonym for telltale is
- a. frightened
 - b. unreliable
 - c. revealing
 - d. confused
- (xxv) What is the antonym of Outrage –
- a. offence
 - b. praise
 - c. maltreatment
 - d. fight

Group – B

(Short Answer Type Questions)

4 x 5 = 20

Answer any *four* from the following

2. Why did Mrs. Thurlow still work hard despite of the fact that her sons settled in their uncle's home? 5
3. How far the comparison between Mrs. Thurlow and the ox is unjustified? 5
4. Do you find any symbolic meaning of Mr. Thurlow's silver plate? 5
5. What did Mrs. Thurlow feel when her son told that they would stay with her brother? 5
6. The policeman keeps on saying that Thurlow was arrested on the charge of murder but Mrs. Thurlow insists upon knowing about the money .Why? 5
7. What did Mrs. Thurlow feel when her son told that they would stay with her brother? 5

Group – C

(Long Answer Type Questions)

3 x 10 = 30

Answer any *three* from the following

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|-----|---|----|
| 8. | Write about the Ten Commandments of good listening with explanation. | 10 |
| 9. | Write about any five types of nonverbal communication with explanation | 10 |
| 10. | What are the 3 Ps of Presentation? Write down five things you need to DO during a presentation. | 10 |
| 11. | Do as directed. | 10 |
| | i) I have a cycle. The cycle is new. I have bought it yesterday. (Join into a single sentence) | |
| | ii) He is the naughtiest student in the class. (Begin with: No other.....) | |
| | iii) Open the door. (Change the voice) | |
| | iv) They accused him of robbery and took him to the police station. (Begin: He was...) | |
| | v) Despite of being poor he has a heart to help others. (Correct the error) | |
| | vi) No one present there agreed with him. (Begin with 'Everyone') | |
| | vii) Make sentence with the idiom 'A blessing in disguise'. | |
| | viii) One of the boys -- -- -- (was/were) punished. | |
| | ix) They corrected me. (End with 'by them'.) | |
| | x) Give one word for 'a period of hundred years'. | |
| 12. | a. Discuss Grapevine communication | 5 |
| | b. Distinguish between lateral and diagonal communication. | 5 |
