



**BRAINWARE UNIVERSITY**

**Term End Examination 2019 - 20**

**Programme – – BCA/BSCCS/BSCHN/BAMW**

**Course Name – Business Communication II**

**Course Code – HU301/ BMW(HU) 301**

(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)

20 x 1 = 20

1. *Choose the correct alternative from the following(Answer any twenty)*
  - (i) Which of these must be avoided in business letters?
    - a. Polite Words
    - b. Formal Words
    - c. Abbreviations
    - d. Clear details
  - (ii) A memorandum is considered a brief form of written communication for
    - a. External use
    - b. Legal use
    - c. Internal use
    - d. Formal use
  - (iii) Which of these details is not mentioned in the main notice?
    - a. Time
    - b. Date
    - c. Venue
    - d. Name of the speakers
  - (iv) Which of these media needs a script for an advertisement?
    - a. Newspaper advertisements
    - b. Classified advertisements
    - c. Radio
    - d. Magazine

- (v) What does an agenda include?
- a. Welcome/open meeting
  - b. Apologies for absence
  - c. Time allotment
  - d. All of the above
- (vi) How often should a SWOT Analysis be performed?
- a. Only when specific issues need to be addressed
  - b. At least once per year
  - c. Only when the business starts
  - d. Every 3-5 years
- (vii) The trial made a mockery of justice
- a. It was a mock trial
  - b. There was no serious outcome
  - c. People mocked at the judgment
  - d. Made the system more ridiculous
- (viii) Optional line of resume is
- a. career objective
  - b. identification
  - c. education
  - d. job search
- (ix) Which of the following are the major factors in demographic audience analysis?
- a. Education, cultural background, and interest in the topic
  - b. Physical setting, religion and audience size
  - c. Gender, age, group membership and sexual orientation
  - d. Social status, ethnicity, and attitude toward the topic
- (x) In an informal letter you should do what?
- a. Scribble
  - b. Ignore Grammar
  - c. Leave out the date.
  - d. Write legibly in simple English.
- (xi) What is the main purpose of meeting minutes?
- a. Repeat verbatim what was said at a meeting.
  - b. Summarize what was said at a meeting
  - c. Summarize general meeting information and meeting accomplishments
  - d. Summarize what was accomplished at a meeting, and to record important issues, general meeting details, and actions items.
- (xii) . An Application Letter is incomplete without \_\_\_\_\_.

- a. Signature  
b. Date  
c. Subject  
d. All of the above
- (xiii) Patrick's job is an advantage for Mary because:  
a. She will be suspected.  
b. She knows about lamb.  
c. She knows more about hiding crimes.  
d. She is more likely to kill him.
- (xiv) Which of the following is dramatic irony?  
a. We know the police eat the murder weapon  
b. We know Patrick is the murderer.  
c. Mary knows the police  
d. Mary is the perfect wife.
- (xv) You have to leave your shoes \_\_\_\_\_ the door when you enter the house.  
a. in  
b. over  
c. to  
d. outside
- (xvi) We often go fishing \_\_\_\_\_ the river bank.  
a. towards  
b. inside  
c. along  
d. around
- (xvii) Fill in the blank with present participle :  
I met a boy \_\_\_\_\_ a box of chocolates.  
a. carried  
b. carrying  
c. was carrying  
d. had carrying
- (xviii) Fill in the blanks with infinitive.  
I decided \_\_\_\_ to the theatre myself as the others didn't want to come with me.  
a. To go  
b. going  
c. Being gone  
d. To going
- (xix) Choose the correct statement:  
a. It cost the management 10 cores to build the hospital.  
b. It cost the management 10 crores to build the hospital.  
c. It cost the management 10 crores to building the hospital.  
d. It cost the management 10 crores for build the hospital.



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| 6. | "Lamb to the Slaughter" is a tale of love and betrayal. In this context, discuss how the author brings out these themes in the story | 5 |
| 7. | At what point in the story did you realize that Mary was going to destroy the evidence?  | 5 |

**Group – C**

(Long Answer Type Questions)

3 x 10 = 30

Answer any *three* from the following

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|---------|--|----|
| 8.      | Draft an office notice regarding the transfer of different employees.  | 10 |
| 9.      | One requirement of a good presentation is to know your audience. You should study your audience both before and during the presentation. Explain.  | 10 |
| 10.     | You have got a complaint from the customer who had purchased a pair of jeans from your store. Srinivas, the customer claims that counter sales had assured him of the good quality of jeans. However after one wash, the jeans got ruined. A huge claim to cover the expenses of all the damaged jeans is being demanded. Write an appropriate letter to Srinivas. | 10 |
| 11.     | The Director of an educational institute has called a meeting for all the senior faculty members to discuss on various operational issues like placement, library, and computer labs etc. Prepare a suitable agenda for the meeting.   | 10 |
| 12. (a) | What is communication?   | 4  |
| (b)     | Explain the 7c s of Communication  | 6  |

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