



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(AM)-Hons-2023/B.Sc.(AM)-Hons-2024

Course Name – Communicative English

Course Code - AEC00002

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) State how to end a conference or an extempore.
 - a) by asking questions
 - b) by expressing gratitude
 - c) by introducing yourself
 - d) by counting the number of audience
- (ii) Recall what do you understand by Courtesy in the 7Cs of communication.
 - a) to shorten the matter
 - b) to explain in detail
 - c) to speak fluent
 - d) to be polite and humble to the audience
- (iii) Identify the usage of full stop.
 - a) to begin the sentence
 - b) to end the sentence
 - c) to start an argument
 - d) to join the sentences
- (iv) Rewrite the sentence using apostrophe in a correct place in the given sentence: You must not go there without permission.
 - a) You mus'nt go there without permission.
 - b) You mustn' go there without permission.
 - c) You musn't go there without permission.
 - d) You mustn't go there without permission.
- (v) Identify the correct answer. Enclosure of a letter is _____ of an email.
 - a) encl.
 - b) salutation
 - c) attachment
 - d) inside address
- (vi) Identify the two major types of communication.
 - a) gestures and body language
 - b) words and numbers
 - c) oral and written
 - d) verbal & non-verbal
- (vii) State the first step to draft an article
 - a) write an outline
 - b) research about the topic
 - c) choose the topic
 - d) conclusion
- (viii) Interpret when is the worst time to break into a discussion.
 - a) when everyone is silent
 - b) when one person is talking

- c) When two or three people are talking simultaneously d) When there is less time left
- (ix) Determine the advantage of English subtitles in the TV shows in our daily life.
 a) Increases the vocabulary b) Creates interest in the movie
 c) Understand the movie better d) For an eye exercise
- (x) Omit the odd one out from the following options given below.
 a) TV shows b) Online videos
 c) English text books d) Vlogs
- (xi) Choose which of these should be avoided for effective listening.
 a) Pre-listening analysis b) Listening to structured talks
 c) Team listening d) Predicting
- (xii) Determine how can one develop customer- relationship management through business conversation.
 a) By taking care of customer's needs and preferences b) By listening to business conversations
 c) By creating a profile in stock market d) by contacting businessmen
- (xiii) Identify which role does flexibility play in negotiation.
 a) Allows the negotiators to change their values and principles. b) Allows the negotiators to dominate the conversation.
 c) Enables negotiators to maintain a rigid stance throughout the process. d) Allows negotiators to explore alternatives and make adjustments.
- (xiv) Examine which of the following is a common mistake when expanding an idea.
 a) staying focused on the main point b) Introducing unrelated topics
 c) providing relevant topics d) Using a logical structure
- (xv) Identify which of the following is a sign of high-quality news analysis.
 a) The analysis includes personal opinions of the writer b) The analysis is purely based on emotional appeal
 c) The analysis presents multiple perspectives and fact-based conclusions d) The analysis includes unverified rumors

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Group-B
 (Short Answer Type Questions)

3 x 5=15

2. Relate listening to business conversations and Professional Development. (3)
3. Write down the benefits of the title and subheadings in the passage. (3)
4. Describe how to create a proper conclusion in an article. (3)
5. Examine what is the difference between news analysis and summarization. (3)
6. Assess the important things that a candidate should be prepared with before a telephonic job interview. (3)

OR

Evaluate some of the techniques through which a candidate can increase their eligibility in an interview. (3)

Group-C
 (Long Answer Type Questions)

5 x 6=30

7. Determine the importance of reading articles on business and economics. (5)
8. Infer to the merits of listening to business conversations. (5)

9. Justify with valid points what happens when there are no punctuations/improper punctuation used in the passage. (5)
10. Illustrate the importance of reading articles on current affairs. (5)
11. Illustrate the points that a candidate should prepare before attending a conference. (5)
12. You purchased a mobile phone which has not been working properly. Write a letter to the company to replace the phone. (5)

OR

You are the manager of your company, and you require fifty chairs and tables for the new employees. Write an order letter to the furniture shop ordering the requirements. (5)

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