



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

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(HM)-Hons-2023

Course Name – Business Communication

Course Code - BHM30002

(Semester III)

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) Which of the following is the primary goal of active listening in group communication?
 - a) To dominate the conversation
 - b) To passively hear what others are saying
 - c) To show respect and provide feedback
 - d) To prepare for the next topic
- (ii) What is the primary role of a manager in motivating employees from the following?
 - a) Issuing orders and directives
 - b) Guiding employees to discover their inner potential
 - c) Acting as a strict disciplinarian
 - d) None of these
- (iii) Outline the first step in preparing an agenda for a meeting.
 - a) Setting the meeting date
 - b) Defining the objective
 - c) Listing all possible topics
 - d) Choosing a location
- (iv) Choose a critical aspect of compiling proceedings after a seminar.
 - a) Collecting and organizing all presentations and discussions
 - b) Ensuring maximum attendance
 - c) Scheduling future meetings
 - d) Managing the event budget
- (v) Show the factor from the followings that is NOT considered for motivating employees.
 - a) Identifying employees' needs
 - b) Fostering competition among employees
 - c) Encouraging employee participation
 - d) Providing clear goals and tasks
- (vi) Choose the option from the following that best describes the role of empathy in leadership communication.
 - a) It allows leaders to be more authoritative
 - b) It helps in understanding and valuing employees' feelings and experiences
 - c) It decreases the need for feedback from employees
 - d) It simplifies the communication of complex ideas
- (vii) What is a common feature of an effective business letter?
 - a) Personal stories
 - b) Clarity and conciseness
 - c) Humorous content
 - d) Informal language

- (viii) In a business letter, the option that infers addressing a recipient if we do not know their name is -----.
- a) Use a casual greeting
b) Use a formal salutation like "Dear Sir/Madam"
c) Skip the greeting
d) Use a general title like "To Whom It May Concern"
- (ix) While writing a complaint letter about a delayed shipment, the option that makes use of the most effective way to express your concern is -----.
- a) Use aggressive language to show frustration
b) Clearly state the problem and request a specific resolution
c) Include irrelevant details about previous shipments
d) Write in a very informal tone
- (x) In the decoding process, what must the recipient ensure?
- a) The message is transmitted correctly
b) The message is correctly interpreted
c) The message is packaged clearly
d) The message is delivered on time
- (xi) Outline from the following options, the Principle of Sleeper Effect.
- a) Immediate reaction to a message
b) Long-term change in opinion after exposure to a message
c) The credibility of the communicator
d) The impact of fear in persuasion
- (xii) Outline the factor/factors that emphasizes the choice of communication medium is influenced.
- a) Cost
b) Complexity of the message
c) Confidentiality
d) All of the these
- (xiii) Which of the following should be included in the introduction of a proposal?
- a) A detailed budget breakdown
b) The problem or opportunity being addressed
c) A list of all stakeholders
d) The executive summary
- (xiv) Show the main purpose of a feasibility report.
- a) To investigate a specific issue
b) To provide specialized technical information
c) To assess the viability of a proposed project
d) None of these
- (xv) Identify the reason to include data and evidence in a business proposal.
- a) To fill up space in the document
b) To increase the complexity of the proposal
c) To build credibility and strengthen your argument
d) None of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is the characteristic difference between Interpersonal and intrapersonal communication? (3)
3. Outline the meaning of the communication barrier. Give example. (3)
4. Construct the goals of preparing a meeting agenda. (3)
5. In the Layout of a Business Letter, what are the different instructions that needs to be followed with respect to Letter font and spacing ? (3)
6. Give a short inference on the concept of correspondence. (3)

OR

Analyze in short the concept of Business Correspondence. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Assume any Case study on Business correspondence of your choice and brief on it. (5)

8. Construct the steps involved in preparing for a conference. (5)
9. Examine the different aspects that goes in a personalized letter. (5)
10. What are the challenges and solutions related to communication in a multicultural business environment? (5)
11. Outline the different ways communication is used by business organizations to educate the public about their products and services. (5)
12. Discover the significance of visual appeal in a business proposal, highlighting its influences on the reader's perception. (5)

OR

Examine the importance of providing accurate details about costs, timelines, and deliverables is crucial in a business proposal. (5)

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