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Library  
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## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Tech.(CSE)-2024/B.Tech.(CSE)-AIML-2024/B.Tech.(CSE)-DS-2024/B.Tech.(CSE)-AIR-2024/B.Tech.(BT)-2024/B.Tech.(CSE)-CYS-2024/B.Tech.(ME)-2024/B.Tech.(EE)-2024

Course Name – Effective Communication and Soft Skills

Course Code - BHS07008 (T)

( Semester II )

Full Marks : 40

Time : 2:0 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 10=10

1. Choose the correct alternative from the following :

(i) From the given options, identify the one which means communication through eyes.

a) Chromatics

b) Olfactics

c) Oculistics

d) Haptics

(ii) Name the type of online communication which allow users to create profiles, share updates, post photos and videos and connect with others.

a) Instant Messaging

b) Social Networking Sites

c) Emails

d) Video Conferencing

(iii) \_\_\_\_\_ allow participants of a meeting to prepare in advance, contributing more effectively to discussions. Choose the correct answer.

a) Agenda of a Meeting

b) Minutes of a Meeting

c) Seconds of a Meeting

d) None of these

(iv) \_\_\_\_\_ is a type of business report that is submitted by employees after returning from a trip. Choose the correct answer.

a) Market Research Report

b) Feasibility Report

c) Inventory Report

d) Trip Report

(v) In a business report, \_\_\_\_\_ are the extra documentation such as interview transcripts, marketing material, or financial data, which could not be added in the report, but readers may read these if needed. Identify the correct option.

a) References

b) Index

- c) Glossary d) Appendices
- (vi) In the short story The Last Leaf, Johnsy suffers from \_\_\_\_\_. Identify the name of the disease.
- a) Tuberculosis b) Pneumonia  
c) Malaria d) Influenza
- (vii) Identify the profession of Mr. Behrman in the short story "The Last Leaf".
- a) A wealthy landlord b) A famous doctor  
c) An old and failed artist who wished to draw a masterpiece d) An old musician who wanted to compose a masterpiece
- (viii) In the short story "The Last Leaf", the doctor said that Johnsy needed \_\_\_\_\_ to recover from her illness. Select the right answer.
- a) A better diet b) Money for surgery  
c) A positive attitude and will to live d) A stronger medicine
- (ix) Predict the most appropriate message that the short story "The Last Leaf" conveys.
- a) The importance of wealth b) The power of friendship and hope  
c) The beauty of nature d) Importance of honesty
- (x) Choose the best description for Mr. Behrman who appears in the short story "The Last Leaf".
- a) A kind self-sacrificing artist who had lived all his life to create his masterpiece b) An angry old man  
c) A silly old man d) An useless old fellow

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe any three online etiquettes that a person needs to follow for maintaining effective communication on digital and social media platforms. (3)
3. Differentiate between psychological barrier and physiological barrier with appropriate examples. (3)
4. Illustrate any three importance of emotional intelligence. (3)
5. Differentiate between editing and proofreading. (3)
6. Justify how the size of audience work as an important factor in audience analysis. (3)

OR

Justify how the audience's prior knowledge or experience about the subject of discussion work as an important factor in audience analysis. (3)

#### Group-C

(Long Answer Type Questions)

5 x 3=15

7. Using appropriate textual evidence, judge whether the short story, "The Last Leaf" has an appropriate title to it. (5)
8. Explain the terms Index, Glossary and Appendices used in structuring of a Business Report. (5)
9. Explain any five types of presentation, categorized according to their purpose. (5)

OR

With respect to audience analysis, explain the different types of audience that a speaker may come across. (5)