



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Bachelor of Arts (Honours) in Multimedia & Web Development

Course Name – Business Communication-II

Course Code - HU301

Semester / Year - Semester III

Time allotted : 85 Minutes

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)

1 x 70=70

1. (Answer any Seventy)

(i) Which of these types of listening is followed by skilled listeners?

- | | |
|--------------|---------------|
| a) Focused | b) Evaluative |
| c) Attentive | d) Empathetic |

(ii) In which of these types of listening, does the listener feel grateful?

- | | |
|-----------------|---------------|
| a) Superficial | b) Attentive |
| c) Appreciative | d) Evaluative |

(iii) What was the name of Jayanto's father in the short story, 'Fritz'?

- | | |
|----------------------|---------------------|
| a) Akhilesh Dasgupta | b) Animesh Dasgupta |
| c) Ajitesh Dasgupta | d) Animesh Das |

(iv) A reflective listener

- | | |
|---------------------------------------|------------------------------------------|
| a) ignores the details | b) appreciates the message |
| c) thinks about the speaker's message | d) repeats the message's essential parts |

(v) A clarifying listener

- | | |
|---------------------------------------|------------------------------------------|
| a) elaborates the underlying thoughts | b) illustrates the message with examples |
| c) repeats what is said | d) explains the message |

(vi) Which of the following is not a barrier to listening?

- a) Malfunctioning of microphones
- b) Ill health of the listener
- c) Attention disorder
- d) Age of the speaker

(vii) Listening and hearing refer to

- a) specific act vs general act
- b) the same thing
- c) mental vs physical
- d) different things

(viii) What was Jayanto's age when he visited Bundi with his friend?

- a) 31
- b) 34
- c) 36
- d) 37

(ix) Listening depends on a person's

- a) Desire to know
- b) Interest in others
- c) Closed mind
- d) Taste for gossip

(x) Which of the following is a type of listening?

- a) Borrowed Listening
- b) Superficial Listening
- c) Superlative Listening
- d) Simultaneous Listening

(xi) Listening like speaking, reading, writing is

- a) Gift of nature
- b) skill
- c) art
- d) habit

(xii) 'Voice Modulation' is an example of _____.

- a) Proxemics
- b) Paralinguistics
- c) Chronemics
- d) chromatics

(xiii) How many years later did Jayanto visit Bundi?

- a) 30
- b) 31

c) 32

d) 33

(xiv) Oculesics' is communication through _____.

a) Touch

b) Time

c) Eyes

d) Space

(xv) Who is the narrator of the story, 'Fritz'?

a) Shankar

b) Jayanto

c) Satyajit Ray

d) Animesh

(xvi) Barriers which are caused because of different meanings of a word to different people is called _____

a) semantic distortions

b) physical barriers

c) different perception

d) cultural barriers

(xvii) What goes in a heading in agenda?

a) Organization Name

b) Date & Time

c) Location

d) All of these

(xviii) In the modern format of writing business correspondence the date is written on the _____ side.

a) Left

b) Right

c) Centre

d) It is not written at all

(xix) Which of these details is not mentioned in the main notice?

a) time

b) date

c) name of the speakers

d) venue

(xx) Which of these details are not mentioned in minutes?

a) Venue of the meeting

b) Age of the chairman

c) Date of the meeting

d) Name of the chairman

(xxi) What sort of reading is scanning?

- a) slow
- b) quick
- c) overlook
- d) attentive

(xxii) If you scan a dictionary what are you doing?

- a) Finding a word
- b) Reading a story
- c) Finding sentences
- d) Finding stores

(xxiii) If you skim the newspaper what are you doing?

- a) Seeing the paper
- b) Reading the paper
- c) Reading the front page
- d) Seeing pictures

(xxiv) Which of the following is not a part of the Ten Commandments of Listening?

- a) Don't Interrupt
- b) Keep Quiet
- c) Ask Questions
- d) Show Curiosity

(xxv) Handshake' is an example of _____.

- a) Kinesics
- b) Haptics
- c) Chromatics
- d) Paralinguistics

(xxvi) How should a table be labeled?

- a) Just numbers in italics
- b) alphabetically
- c) Sequential numbers and heading above the table
- d) On preceding page

(xxvii) Communication is incomplete without _____.

- a) barrier
- b) freedom
- c) noise
- d) feedback

(xxviii) What should all graphs include?

- a) Explanations for abbreviations
- b) A key or legend
- c) A clear heading
- d) All of these

(xxix) When should tables or figures be used?

- a) When they have explanatory power
- b) In quantitative papers
- c) In quantitative papers
- d) None of these

(xxx) The meeting has been cancelled. (replace with phrasal verb)

- a) filled up
- b) called off
- c) held up
- d) gave up

(xxxii) In which collection was 'Araby' published?

- a) Eveline
- b) An Encounter
- c) Dubliners
- d) The Dead

(xxxiii) A pie chart is

- a) Type of graph
- b) A circle is divided
- c) Each represent a proportion
- d) All of these

(xxxiv) The format of letter which starts from the left alignment is called

- a) Traditional
- b) Modern
- c) Block
- d) Semi-block

(xxxv) Where did Jayanto's father work?

- a) Archaeological Department of India
- b) Education Department of India
- c) Food Corporation of India
- d) Customs Department of India

(xxxvi) The percentage of working time business executives spend in listening is:

- a) 40-50%
- b) 30-70%
- c) 20-80%
- d) 40-60%

(xxxvi) Grooming is a form of non verbal communication that is

- a) subconscious
- b) hierarchical
- c) conscious
- d) arbitrary

(xxxvii) Which of these are to be avoided in any style of writing?

- a) Truth
- b) Dishonesty
- c) Clarity
- d) Compassion

(xxxviii) Identify the name of one of the books that the boy had found in the dead priest's room.

- a) Lady Chatterley's Lover
- b) In the Company of Women
- c) Memoirs of Vidocq
- d) Palace of Illusions

(xxxix) Which of the following terms best describes the grapevine as a communication pattern?

- a) Diagonal
- b) Verbal
- c) Serial
- d) Informal

(xl) Business letters produce immediate effect because they are:

- a) brief
- b) interesting
- c) formal
- d) informal

(xli) A memorandum (memo) is considered a brief form of written communication for:

- a) Internal use
- b) External use
- c) Legal use
- d) Formal use

(xlii) Which of these must be avoided in business letters?

- a) Polite words
- b) Formal words
- c) Clear details
- d) Abbreviations

(xliii) The correspondence associated with Agenda is the _____.

- a) Tender
- b) Quotation
- c) Minutes
- d) none of these

(xliv) _____ letter is the reply to complaint

- a) Adjustment
- b) An Inquiry
- c) Collection
- d) Sales

(xlv) Complaint letters should be called

- a) Persuasive letters
- b) Claim letters
- c) Inquiry letters
- d) Sales letter

(xlvi) Sales letters start with

- a) An easy and effective way
- b) An attention getting device
- c) A smooth story
- d) Buffer

(xlvii) Which of these details is not required in a letter of enquiry?

- a) Mode of packing
- b) Mode of payment
- c) Mode of transport
- d) Age of owner

(xlviii) The main point is written in which part of a formal letter?

- a) Post script
- b) Opening
- c) Closing
- d) Body

(xlix) If you donot know the receiver's address, how would you address the person?

- a) Dear Sir/ Madam
- b) Hello
- c) Dear Mr/ Mrs
- d) My dear

(l) How do you end the main body of a Formal letter?

- a) By telling the recipient what he should
- b) By talking about the weather in the city

be doing next

- c) By expressing your love for the recipient d) By talking about the weather in the recipient's city

(li) The resume of a fresh graduate is generally

- a) half a page b) two pages long
c) One page long d) Three pages long

(lii) A good cover letter will?

- a) Make a good first impression b) . answer the question- Why should I hire you?
c) Be direct and to the point d) All of these

(liii) In which paragraph of a cover letter does the applicant thank the reader?

- a) First b) second
c) Third d) closing

(liv) Which of these contains no illustrations or logos

- a) TV b) Magazines
c) Classified advertisements d) Cinema

(lv) Research should measure advertisements against

- a) Communication objectives b) Management objectives
c) Marketing objectives d) Research objectives

(lvi) The role of advertising is to

- a) engage audiences b) inform audiences
c) remind audiences d) stimulate audiences

(lvii) Music is often used in advertising as

- a) a mood setter b) a standout feature

c) background

d) an executional cue

(lviii) Advertising can also be seen to be misleading, _____, false, or even socially irresponsible

a) offensive

b) bureaucratic

c) long winded

d) corrupting

(lix) Which of these is not a characteristic of an advertisement?

a) Inspire a customer

b) Arouse a desire

c) Discourage the buyer

d) Convince the buyer

(lx) Which of these media is not used for advertisement?

a) Newspapers

b) Notebooks

c) Magazines

d) Billboards

(lxi) Which of these is cheap and informative form of advertisement?

a) Television

b) Magazine

c) Newspaper

d) Cinema

(lxii) Which of these is the best medium for advertisement?

a) Magazines

b) Television

c) Newspapers

d) Radio

(lxiii) When a newspaper advertisement looks like a new story, it is called _____

a) Classified notice

b) Writing notice

c) Reading notice

d) Spoken notice

(lxiv) The full form of fax is

a) Any of these

b) facsimile

c) facsmile

d) All of these

(lxv) In which one of the following country, email was invented?

- a) America
- b) Norway
- c) Spain
- d) None of these

(lxvi) Which of the following is a correct format of Email address?

- a) name@website.info
- b) name@website@info
- c) www.nameofebsite.com
- d) name.website.com

(lxvii) Which of these must be avoided for effective listening?

- a) Sharing of activity
- b) Listening
- c) Ambiguity
- d) Politeness

(lxviii) _____ is the first enemy of listening

- a) Completeness
- b) Clarity
- c) Noise
- d) Politeness

(lxix) The _____ is the person who transmits the message

- a) Receiver
- b) Sender
- c) Driver
- d) Cleaner

(lxx) Our dress code is an example of _____ communication

- a) Verbal
- b) Non- Verbal Communication
- c) Written
- d) Spoken