



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Bachelor of Science (Honours) in Computer Science

Course Name – Business Communication I

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 must be avoided in business letters?

- | | |
|------------------|------------------|
| a) Polite Words | b) Formal Words |
| c) Abbreviations | d) Clear details |

(ii) In case of SWOT Analysis, the nature of Threat is generally _____.

- | | |
|-------------|------------------|
| a) Internal | b) External |
| c) Tertiary | d) None of these |

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

- | | |
|------------|------------------|
| a) Tender | b) Quotation |
| c) Minutes | d) None of these |

(iv) Which of these points need not be mentioned in a notice?

- | | |
|---------|-----------------------|
| a) Name | b) Address of company |
| c) Age | d) Date |

(v) A memorandum is considered a brief form of written communication for

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

(vi) Which of these is not used to conclude a business letter?

- a) Yours faithfully
- b) Yours truly
- c) Yours sincerely
- d) With Kind Regards

(vii) Which of these media needs a script for an advertisement?

- a) Newspaper advertisements
- b) Classified advertisements
- c) Radio
- d) Magazine

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

- a) Venue of the meeting
- b) Date of the meeting
- c) Name of the chairman
- d) Age of the chairman

(ix) Modern business letters are usually written in

- a) Full Block Style
- b) Indented Style
- c) Simplified Style
- d) Semi block style

(x) Which of the following should NOT be part of a resume?

- a) Religious affiliation
- b) Employment history
- c) Contact information
- d) Education

(xi) What does an agenda include?

- a) Welcome/open meeting
- b) Apologies for absence
- c) Time allotment
- d) All of the above

(xii) In a formal letter what is the name given to the address and date at the top?

- a) Starting
- b) Closing
- c) Body
- d) Heading

(xiii) Where is the signature of the Secretary mentioned in minutes?

- a) Top left
- b) Top right

c) Bottom left

d) Bottom right

(xiv) Which of the following could be a strength?

a) Weather

b) A new international market

c) A price that is too high

d) The location of a business

(xv) How do you end the main body of a formal letter?

a) By telling the recipient what he should be doing next.

b) By talking about the weather in your city

c) By talking about the weather in the recipient's city

d) By expressing your love for the recipient

(xvi) The trial made a mockery of justice

a) It was a mock trial

b) There was no serious outcome

c) People mocked at the judgement

d) Made the system more ridiculous

(xvii) Optional line of resume is

a) career objective

b) identification

c) education

d) job search

(xviii) One who believes in fate

a) Fatalist

b) Optimist

c) Pessimist

d) Parsimonious

(xix) Where is the date mentioned in a minutes?

a) Top left

b) Top right

c) Bottom left

d) Bottom right

(xx) If you didn't know the recipient's name, how would you address the person?

a) Dear Mr/Mrs

b) Dear Sir or Dear Madam

c) My dear.

d) Hello.

(xxi) In an informal letter you should do what?

a) Scribble

b) Ignore Grammar

c) Leave out the date

d) Write legibly in simple English

(xxii) Which of these is mentioned in a bio- data?

a) Career Aim

b) Interest

c) Phone number

d) Date

(xxiii) Which of the following is a feature of Memorandum?

a) Persuasive

b) Informative

c) Both of these

d) None of these

(xxiv) How would you describe Mary at the beginning of the story?

a) Happy

b) Angry

c) Confused

d) Smart

(xxv) What is Mary's motive for getting the lamb from the freezer?

a) She was going to make dinner

b) She wanted to kill Patrick

c) She was hungry

d) Patrick told her to

(xxvi) Mary's husband has indicated that he was...

a) Teasing her

b) Abusing her

c) Leaving her

d) Lying to her

(xxvii) Who is the author of "Lamb to the Slaughter"?

a) Roald Dahl

b) Alfred Hitchcock

c) Patrick Maloney

d) Walter Dean-Myers

(xxviii) How long did the police search for the murder weapon?

- a) 1 hour
- b) 6 hours
- c) 12 hours
- d) 3 hours

(xxix) You have to leave your shoes _____ the door when you enter the house.

- a) in
- b) over
- c) to
- d) outside

(xxx) David cleaned his room by stuffing everything _____ his bed.

- a) in
- b) on
- c) under
- d) along

(xxxi) Without the advice of a doctor ----- medicines is dangerous.

- a) taking
- b) to takes
- c) takes
- d) Is taking

(xxxii) Pick out the participle in the following sentence: Knowing his aptitude, he should have scored more runs.

- a) Knowing
- b) aptitude
- c) scored
- d) runs

(xxxiii) Fill in the blank with an infinitive: Strawberries are good _____.

- a) To eat
- b) For eating
- c) eat
- d) To eating

(xxxiv) 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

(xxxv) One who sneers at the beliefs of others.

- a) lunatic
- b) effeminate
- c) cynic
- d) egotist

(xxxvi) Fill in with correct degree of comparison: Platinum is _____ than any metal.

- a) precious
- b) More precious
- c) Most precious
- d) Many precious

(xxxvii) One who often talks of his achievements.

- a) effeminate
- b) egotist
- c) cynic
- d) lunatic

(xxxviii) You exceed the speed limit. It's dangerous.

- a) Don't have to
- b) must
- c) can
- d) Mustn't

(xxxix) I left my purse at home. Lily, _____ you lend me ten dollars?

- a) may
- b) could
- c) Shouldn't
- d) should

(xl) Without a _____ of an authority, a Notice doesn't have any importance.

- a) seal
- b) designation
- c) signature
- d) reference

(xli) _____ is not parameter to analyze an audience.

- a) religion
- b) race
- c) caste
- d) gender

(xlii) He went to the airport because he wanted to welcome his brother. This is

a _____ sentence.

- a) simple
- b) multiple
- c) compound
- d) complex

(xliii) This plan will go _____ your interests.

- a) again
- b) against
- c) amid
- d) above

(xliv) They cross-examined everyone _____ Ratan.

- a) out of
- b) accept
- c) but
- d) and

(xlv) A train runs _____ than a motor car.

- a) fastly
- b) quick
- c) swift
- d) faster

(xlvi) Reading of good books is a healthy entertainment. Here, 'Reading' is a _____.

- a) Infinitive
- b) Superlative
- c) Gerund
- d) Participle

(xlvii) A person who talks in sleep is called as

- a) Philatelist
- b) Somnambulist
- c) Somniloquist
- d) Oneirocritic

(xlviii) A physician who diagnoses and interprets the changes caused by disease in tissues and body fluids

- a) Pharmacist
- b) Psychologist
- c) Optometrist
- d) Pathologist

(xlix) Caught between two stools (Choose the appropriate meaning of the

idiom)

- a) met with an accident
- b) difficulty in choosing between two alternatives
- c) struck in a calamity
- d) none of these

(l) A SWOT analysis looks at

- a) Internal factors only
- b) External Factors only
- c) Both internal and external factors
- d) None of these

(li) The peasant refused to grovel _____ the feet of this master.

- a) on
- b) about
- c) upon
- d) at

(lii) President Saddam Hussain has lived _____ the gun all his life

- a) with
- b) for
- c) by
- d) on

(liii) A good judge never jumps _____ the conclusion.

- a) to
- b) for
- c) at
- d) on

(liv) Make up one's mind (Choose the appropriate meaning)

- a) to be prepared
- b) to make someone happy
- c) make a decision
- d) To criticize someone

(lv) To weather the storm(Choose the appropriate meaning)

- a) survive a difficult situation
- b) create difficulty for others
- c) victim of crisis
- d) unsuccessful attempt

(lvi) She knew that the best way to get into hot water was to anger her boss.

(Choose the appropriate meaning)

- a) to enter water heated by the sun
- c) to be confused

- b) to have hot water
- d) to get into trouble

(lvii) The demolition of the Babri Masjid had been a political hot potato for years. (Choose the appropriate meaning)

- a) a hotly debated delicate issue
- c) forbidden issue

- b) a helping agent
- d) something that has been for long in the newspapers

(lviii) The TV has lost _____ picture

- a) it's
- c) of

- b) it is
- d) None of these

(lix) We _____ several trucks on the highway.

- a) passed
- c) Passing

- b) past
- d) None

(lx) Audience analysis is an important factor in which of the following?

- a) selecting a topic
- c) choosing supporting materials

- b) organizing the speech
- d) all of these

(lxi) The fact that audiences are egocentric means that

- a) listeners believe their cultural group is superior to all other groups..
- c) listeners interpret the speech through the speaker's frame of reference

- b) listeners are concerned above all with how a speech will affect them.

- d) 1 and 2 only

(lxii) What are the two types of audience analysis ?

- a) demographic and situational
- c) occupational and educational

- b) personal and impersonal
- d) psychological and sociological

(lxiii) One of the ways speakers analyze audiences is by looking at traits such as age, gender, sexual orientation, religion, group membership, and racial, ethnic and cultural background. What is this called?

- a) demographic audience analysis
- b) psychological audience analysis
- c) background audience analysis
- d) situational audience analysis

(lxiv) Very often we donot get what we pine ____

- a) about
- b) for
- c) at
- d) on

(lxv) My voice reverberated _____the walls of the castle.

- a) with
- b) from
- c) in
- d) into

(lxvi) My cousin has invested a lot of money _____farming.

- a) on
- b) for
- c) in
- d) into

(lxvii) It is not always easy to sympathise _____an unfortunate man

- a) with
- b) for
- c) by
- d) at

(lxviii) As the size of your audience increases, your presentation should usually become more

- a) formal
- b) flexible
- c) extemporaneous
- d) punctual

(lxix) What are the three primary factors to consider when assessing an audience's disposition toward a speech topic?

- a) gender, knowledge, and opinions
- b) interest, background, and age
- c) size, occasion, and group membership
- d) knowledge, interest, and attitude

(lxx) The major advantage of using fixed-alternative questions in an audience analysis questionnaire is that they

a) enhance the credibility of the questionnaire.

c) produce clear, unambiguous answers.

b) get below the surface of respondents' beliefs.

d) require that respondents give truthful answers.