



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

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

Course Name – Business Communication - I

Course Code - BMW(HU)301

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 media needs a script for an advertisement?

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

(vii) Modern business letters are usually written in

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

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

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

(ix) What does an agenda include?

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

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

- a) Top left
- b) Top right
- c) Bottom left
- d) Bottom right

(xi) 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

(xii) 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

(xiii) 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

(xiv) Optional line of resume is

- a) career objective
- b) identification
- c) education
- d) job search

(xv) One who believes in fate

- a) Fatalist
- b) Optimist
- c) Pessimist
- d) Parsimonious

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

- a) Top left
- b) Top right
- c) Bottom left
- d) Bottom right

(xvii) 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.

(xviii) Who usually conducts a SWOT Analysis for a business?

- a) Financial Institutions/Banks
- b) Lawyers
- c) Employees
- d) Managers

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

- a) Scribble
- b) Ignore Grammar
- c) Leave out the date
- d) Write legibly in simple English

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

- a) Career Aim
- b) Interest
- c) Phone number
- d) Date

(xxi) An Application Letter is incomplete without _____.

- a) Signature
- b) Date
- c) Subject
- d) All of these

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

- a) Persuasive
- b) Informative
- c) Both of these
- d) None of these

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

- a) Happy
- b) Angry
- c) Confused
- d) Smart

(xxiv) 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

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

- a) Teasing her
- b) Abusing her
- c) Leaving her
- d) Lying to her

(xxvi) Why did Mary kill Patrick?

- a) She couldn't stand to lose him
- b) She didn't plan to; she just reacted.
- c) She hated cooking him dinner
- d) She was mad that he'd been cheating

(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) Waiting for a bus is a ----- experience.

a) kills

b) kill

c) killing

d) Is killing

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

a) lunatic

b) effeminate

c) cynic

d) egotist

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

a) precious

b) More precious

c) Most precious

d) Many precious

(xxxvi) One who often talks of his achievements.

a) effeminate

b) egotist

c) cynic

d) lunatic

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

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

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

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

(xxxviii) Lindsay watched the movie in French and _____ understand much of it.

- a) didn't have to
- b) can't
- c) couldn't
- d) shouldn't

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

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

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

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

(xli) He went to the airport because he wanted to welcome his brother. This is a _____ sentence.

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

(xlii) This plan will go _____ your interests.

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

(xliii) They cross-examined everyone _____ Ratan.

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

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

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

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

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

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

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

(xlvii) 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

(xlviii) A SWOT analysis looks at

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

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

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

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

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

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

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

(lii) 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

(liii) 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

(liv) 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
- b) to have hot water
- c) to be confused
- d) to get into trouble

(lv) She knew that it took two to tango and if he objected, she would not be able to pass the test(Choose the appropriate meaning)

- a) two people to agree
- b) two people to disagree
- c) two people to be angry
- d) None of these

(lvi) She was scared to death when she realised she had selected the wrong slide for the company presentation. (Choose the appropriate meaning)

- a) She actually died from fear
- b) She suffered extreme death-like fear
- c) She felt death was frightening
- d) None of these

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

(lviii) The TV has lost _____ picture

- a) it's
- b) it is
- c) of
- d) None of these

(lix) We _____ several trucks on the highway.

- a) passed
- b) past
- c) Passing
- d) None

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

- a) selecting a topic
- b) organizing the speech
- c) choosing supporting materials
- 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..
- b) listeners are concerned above all with how a speech will affect them.
- c) listeners interpret the speech through the speaker's frame of reference
- d) 1 and 2 only

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

- a) demographic and situational
- b) personal and impersonal
- c) occupational and educational
- d) psychological and sociological

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

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

(lxiv) My voice reverberated _____ the walls of the castle.

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

(lxv) My cousin has invested a lot of money _____ farming.

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

(lxvi) It is not always easy to sympathise _____ an unfortunate man

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

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

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

(lxviii) 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

(lxix) If you were giving an informative speech to a general audience about digital encryption, the most important factor to consider when analyzing your audience would probably be the

- a) physical setting for the speech.
- b) knowledge of the audience about the topic.
- c) size of the audience
- d) occupation of the audience

(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.