



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – MBA-2020/MBA-2021/MBA-2022/MBA(HM)-2022

Course Name – Business Communication/Business Communication in Healthcare

Course Code - MBA102/MBAHM102

(Semester I)

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) "The light showed up the mud

on her skirt, her straggling grey hair under the shapeless hat, the edges of her black coat weather-faded to a purplish grey." Express, which 'light' here is referred to, in 'The Ox'?

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|---|------------------------------------|
| a) The morning light | b) The light in the police station |
| c) The light at Mrs Thurlow's brother's house | d) None of these |

(ii) Assess the basic techniques of Note-taking.

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|---------------------|--------------------------------------|
| a) Code your notes | b) Write phrases, not full sentences |
| c) both are correct | d) none are correct |

(iii) Raju is not only rich but industrious. Determine the sentence type.

- | | |
|---------------|-------------|
| a) Imperative | b) Simple |
| c) Complex | d) Compound |

(iv) Identify the correct media for Mass Communication

- | | |
|---|-----------------------|
| a) Any form of written communication meant for the masses | b) In-Person Meetings |
| c) Email | d) Newspapers, Radio. |

(v) Determine the option that indicates lack of professionalism in communication

- | | |
|--------------------------------|---|
| a) Polite tone of voice | b) Using technical language |
| c) Speaking slowly and clearly | d) Being respectful in body language and tone |

(vi) Identify the meaning of the word 'communication' in Latin

- | | |
|-------------------|--------------------------|
| a) common | b) find commonness |
| c) to make common | d) nothing can be common |

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. State the barriers to communication and how it affects communication process. (5)
- 8. Deduce the correct word from the ones given in brackets to fill in the blanks: Filmmakers (5)
relied _____ (HEAVY) on stereotypes in the past because they were a quick and easy way to create a movie character: for example, blonde women were dumb, foreigners were villains, Mexicans were lazy, and blacks were great _____ (ATHLETIC). The film industry today has become more _____ (SENSE) to issues of culture and gender than it was in the old days of Hollywood. Many movies, however, still _____ (COURAGE) common concepts about groups of people. The way Native Americans are shown in westerns is a good example of how negative stereotyping can distort the history and _____ (UNDERSTAND) of another culture.
- 9. Distinguish between Appreciative, Combative and Discriminative Listening with proper examples. (5)
- 10. Write how can Kinesics be best applied in organizational communication today. (5)
- 11. Explain the role of verbal communication in every way of our daily life. (5)
- 12. Evaluate the reasons why Mrs. Thurlow's sons did not want to return to their mother at the end of the story, 'The Ox'. (5)

OR

"In the lives of poor people, poverty estranges children from parents and wives from husbands." - Compile your viewpoint to this statement in relation to the story, 'The Ox'. (5)
