



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 refered to, in 'The Ox'?

a) The morning light

- b) The light in the police station
- c) The light at Mrs Thurlow's brother's house
- (ii) Assess the basic techniques of Note-taking.
- a) Code your notes

b) Write phrases, not full sentences

c) both are correct

d) none are correct

d) None of these

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

b) Simple

c) Complex

- d) Compound
- (iv) Identify the correct media for Mass Communication
 - a) Any form of written communication meant for the masses
- **In-Person Meetings**

c) Emai

- 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

(VII)	competencies, etc. has a great impact on		
(viii	a) the channel he choosesc) the success of the messageThe plant the greenhouse.		
(ix)	a) warmc) warmsSelect the correct article for the given sentence:	b) warmth d) warmeth John saw unique bird.	
(x)	a) ac) theSelect the correct article for the given sentence: complete the journey.	b) an d) None of the above It will almost take hour to	
(xi)	a) ac) theSelect which of these applies to Horizontal comm	b) an d) None of the above nunication	
(xii)	a) Face-to-face discussionc) Periodical meetingWhat were her boys making when Mrs. Thurlow	b) Telephonic talkd) All of the abovevisited them at her brother's house?	
(xiii)	a) Rabbit hutch c) toys "Exposed and isolated, the wind strik seemed to have no part with the surrounding landscap portion tell about in the story, 'The Ox	pe." Anticipate, what does this	
(xiv)	a) Mrs Acott's housec) Mrs Thurlow's brother's house) Identify which of these is necessarily a commun	•	
(xv)	 a) Weather disturbances c) Appearance is the final stage in writing a paper should look for any grammar, spelling, or punctur cracks during the revising stage. 		
	a) Reviewing c) Editing	b) Prewritingd) Formatting	
	Grou (Short Answer Ty	-	3 x 5=15
3. E: 4. II th 5. E: 6. T	nalyze and explain the stages of academic writing. kamine how can Proxemics be applied best in orga lustrate how psychological barriers can cause poor ne communication process. xpress the 3Ps of Presentation in your own way. he policeman keeps on saying that Thurlow was an hurlow insists upon knowing about the money. Co	nizations. Istening and understanding and disturb rested on the charge of murder but Mrs.	(3) (3) (3) (3) (3)
S	o. Ol	र	
	onstruct the relation between her bicycle and Mrs f the story, 'The Ox'.	. Thurlow, according to your interpretation	(3)

7. 8.	State the barriers to communication and how it affects communication process. Deduce the correct word from the ones given in brackets to fill in the blanks: Filmmakers relied (HEAVY) on stereotypes in the past because they were a quick and easy	(5) (5)
	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)