



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2022/MBA-2023/MBA(HM)-2023

Course Name – Business Communication/Business Communication in Healthcare

Course Code - MBA102/MBAHM102
(Semester I)

Brainware University
Library
336, Ramkrishna Mission, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Time : 2:30 Hours

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Assess a basic technique of Note-taking.
- a) Code your notes
b) Write phrases, not sentences
c) Both are correct
d) None are correct
- (ii) A complaint letter going from one business house to another can be called _____ communication. Identify the correct answer.
- a) intrapersonal
b) grapevine
c) internal
d) external
- (iii) With whom did Mrs. Thurlow leave her boys till Mr. Thurlow was missing? Select the correct answer.
- a) Brother of Mrs. Thurlow
b) Sister of Mr. Thurlow
c) Mother of Mr. Thurlow
d) None of these
- (iv) Which profession did Mrs. Thurlow's brother belong to? Select the correct answer.
- a) carpenter
b) mechanic
c) farmer
d) None of these
- (v) What was the name of Mrs. Thurlow's 'beast'? Select the correct answer.
- a) bike
b) bicycle
c) donkey
d) None of these
- (vi) Name the protagonist of H.E. Bates' short story "The Ox".
- a) Mrs. Dalloway
b) Mrs. Thurlow
c) Mrs. Bates
d) Mrs. Johnson
- (vii) A speech must be prepared with _____ in mind. Identify the correct answer.
- a) the result
b) praise
c) an audience
d) admiration
- (viii) Which of these must be avoided for effective communication? Identify the correct answer.
- a) Sharing of activity
b) Listening

- c) Ambiguity
 d) Politeness
- (ix) A person who compiles dictionaries is known as _____. Identify the correct answer.
 a) Cartographer
 b) Lexicographer
 c) Anthropologist
 d) Numismatist
- (x) With what has Mrs. Thurlow been compared to? Select the correct answer.
 a) Cow
 b) Bull
 c) Ox
 d) Goat
- (xi) Write one word expression for the following sentence: "A solution or remedy for all difficulties or diseases."
 a) Panacea
 b) Ephemeral
 c) Biopsy
 d) None of these
- (xii) Determine the main objective of communication
 a) Information sharing and persuasion
 b) Skill and personality development
 c) Anger Management
 d) Recovery from grief
- (xiii) Power cut or loss of electricity is an example of _____ barrier to communication. Identify the correct answer.
 a) Physiological
 b) Psychological
 c) Physical
 d) Philological
- (xiv) Write the one word expression for 'Action of killing one's own father'.
 a) Regicide
 b) Genocide
 c) Sororicide
 d) Patricide
- (xv) Communication through eyes is _____. Identify the correct answer.
 a) Paralinguistics
 b) Haptics
 c) Kinesics
 d) Oculistics

Group-B

(Short Answer Type Questions)

3 x 5=15

2. State any three differences between Verbal and Non-Verbal Communication. (3)
3. Differentiate between physical and physiological barriers for effective communication with appropriate examples. (3)
4. Write any three merits of written communication. (3)
5. Create a character sketch of Mr. Thurlow in the story, 'The Ox'. (3)
6. Analyze upon the sole entertainment for Mrs. Thurlow's and why was it so? (3)

OR

Analyze and explain the stages of academic writing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Write a job application e-mail. (5)
8. With respect to H.E. Bates' short story "The Ox", write critically about the ambitions that Mrs. Thurlow had for her boys. (5)
9. Distinguish between Superficial, Competitive and Empathetic Listening with proper examples. (5)
10. Explain Proofreading and its importance in the process of creating a written document. (5)
11. Summarize the lifestyle of Mrs. Thurlow from H.E. Bates' short story 'The Ox'. (5)
12. Read the given passage, analyze and answer the questions given below based on the passage. In the 19th century, the Industrial Revolution brought about significant changes in society. It marked a transition from agrarian and handcraft-based economies to industrial and machine-based ones. The invention of steam engines, mechanized factories, and new manufacturing processes transformed the way goods were produced. This era also saw the rise of urbanization as people moved from rural areas to cities in search of employment in (5)

factories. As a result, there was a substantial increase in population in urban centers, leading to the growth of cities. The Industrial Revolution had a profound impact on various aspects of life, including economics, politics, and social structures. It brought both opportunities and challenges, leading to debates about labor conditions, workers' rights, and the role of government in regulating industries. 1. What major changes did the Industrial Revolution bring about in the 19th century? 2. How did the Industrial Revolution affect urbanization? 3. What were some of the consequences of the population moving to cities during this period? 4. In what ways did the Industrial Revolution impact society beyond the economy? 5. What were some of the debates and issues that arose as a result of the Industrial Revolution?

OR

(5)

Read the given passage, analyze and answer the questions given below based on the passage. In the depths of the ancient forest, where sunlight filtered through the dense canopy, a hidden grove awaited those who sought its secrets. The Whispering Oak, a colossal tree of immense age, stood at the centre. Its bark was etched with runes and its leaves shimmered with an otherworldly glow. Generations of travellers had been drawn to the Whispering Oak, seeking wisdom and guidance. It was said that the tree possessed the ability to answer questions whispered to it, provided the inquirer offered a gift from the heart. In the stillness of the grove, the whispers of leaves and the hushed voices of the tree echoed ancient truths. The enigmatic guardian of the grove was a wise and ancient owl named Eldertalon. Eldertalon was said to have observed the passing of centuries and held the memories of countless seekers. 1. State where was the Whispering Oak located. 2. State how the travellers sought answers from the Whispering Oak. 3. State what was special about the bark of the Whispering Oak. 4. State who was the enigmatic guardian of the grove. 5. State the source of wisdom and guidance at the Whispering Oak

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