

BRAINWARE UNIVERSITY

Term End Examination 2023 Programme – BBA LL.B.-2021 Course Name – Business Communication Course Code - BBALLB402 (Semester IV)

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.]

Group-A

	(Multiple Choice T	ype Question)	1 x 15=15
1.	Choose the correct alternative from the followin	g :	
(i)	Identify what was the real name of the author O. Henry?		
	a) Henry James	b) Sydney Wiliam Porter	
	c) William Sydney Porter	d) Richard Hadley	
(ii)	ation State if the statement is correct		
	a) Yes	b) No	
	c) May be	d) Not known	
(iii)	Enumerate which of the following options is no	t an importance of Leadership.	
	 a) Leadership is all about taking an organization into the future 	b) Leadership transforms potential in	to reality
	 c) Leadership is to raise the level of human conduct and ethical aspirations – of leaders and the led. 	d) Leadership is actually a leaderless teamwork	
(iv) Choose, where did Jimmy Valentine work during the ten months of his imprisonmen			
	a) At a book store	b) At the prison shoe-shop	
	c) As a gate-keeper	d) All of these	
(v)	Choose which of these is not true in the context	t of Active listening	
	a) Paying attention	b) Avoid distraction	
	c) Respond non-verbally to encourage the speaker	d) All of the above	
(vi)	Choose the application of Scanning		
	a) Locating specific information	b) Identifying main ideas	
	 c) Identifying organisational patterns of writing 	d) Identifying a theme or central idea	
(vii)	Examine the following question in an interview under - "You believe that one of your coworkers are not certain. What would you do?"		



Time : 2:30 Hours

a) Open questionc) Probing	b) Closed questiond) Hypothetical question				
(viii) Select the correct response: Interpersonal communication does not include-					
a) adirect and interactive communication	b) non-verbal communication				
c) an inward-looking exercise	d) use of verbal messages plus body l	anguage			
(ix) Which of these suggestions can be applied to	create a friendly and cooperative				
atmosphere?					
 a) Working without communicating c) Showing interest in what others have to 	b) Avoiding small talks d)				
offer	^{d)} All of the above				
 (x) Name a passive listening where the listener is comprehend, or clearly interpret the message 	-				
a) Superficial	b) Appreciative				
c) Combative	d) Fluent				
(xi) Choose what advice did the warden give to Jir					
a) To stop the murder c) To stop rash driving	b) To stop cracking safesd) None of these				
(xii) State what the term 'Curriculum Vitae' in Lat	-				
a) Courage	b) Course of Life				
c) Life-history	d) To sum up				
(xiii) Identify, which is a must in a presentation?					
 a) Test your presentation on other people beforehand and videotape yourself 	 b) Don't speak with a too low or mon voice 	iotonous			
c) Don't use complete sentences in your slides d) Don't read word by word from your scr					
(xiv) Identify, what among these is in the "do's" of		·			
a) Engage yourself in sub-group talks	 b) Maintain an accurate posture and contact 	eye-			
c) Be shy	d) Try to monopolize the discussion				
(xv) Information overload and too many transfer-stations can be a listening barrier of what kind? Estimate.					
a) Physical	b) Cultural				
c) Organizational	d) Physiological				
Gro	oup-B				
(Short Answer	Type Questions)	3 x 5=15			
		(3)			
2. Define Skimming 2. Dissues how did limmy describe Annabel in his letter to Billy?					
 Discuss how did Jimmy describe Annabel in his letter to Billy? Write the format of a job application. 					
		(3)			
5. State three commandments of Listening.		(3)			
6. Justify the reasons of negative business message	25.	(3)			
	DR				
Write down the necessity of salutation and comp	olementary closure in Job Application.	(3)			
Group-C					
(Long Answer Type Questions)					
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7. Tell what is Physical barrier to listening.		(5)			

8.	Compare and contrast between Demographic and Psychographic Analysis of the audience, needful before one presents or speaks in public.	(5)	
9.	Write the challenges faced during Internal Analysis in SWOT	(5)	
10	. Evaluate the importance of Monthly Sales Report, Project Progress Report and an Annual Repor as Business Reports in organizations.	(5)	
11	. "Mr. Ralph Spencer, the phoenix that arose from Jimmy Valentine's ashes" – Estimate why does the author compare Jimmy Valentine to phoenix?	(5)	
12	. Write a job application letter for a candidate for the post of 'Marketing Manager' in a reputed FMCG company, explaining your skills to suit the job requirements.	(5)	
OR			
	Write a positive message that can be sent to the creators of an E-magazine of the organization you are working in.	(5)	
