



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – BBA LL.B.-2021

Course Name – Business Communication

Course Code - BBALLB402

(Semester IV)

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) Identify what was the real name of the author O. Henry?
 - a) Henry James
 - b) Sydney William Porter
 - c) William Sydney Porter
 - d) Richard Hadley
- (ii) You should always add pictures to your presentation. - State if the statement is correct or not.
 - a) Yes
 - b) No
 - c) May be
 - d) Not known
- (iii) Enumerate which of the following options is not an importance of Leadership.
 - a) Leadership is all about taking an organization into the future
 - b) Leadership transforms potential into 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 imprisonment?
 - 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 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 and choose which of the does it fall under - "You believe that one of your coworkers is stealing from the company, but you are not certain. What would you do?"

8. Compare and contrast between Demographic and Psychographic Analysis of the audience, (5)
needful before one presents or speaks in public.
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 (5)
Repor as Business Reports in organizations.
11. “Mr. Ralph Spencer, the phoenix that arose from Jimmy Valentine’s ashes...” – Estimate (5)
why does the author compare Jimmy Valentine to phoenix?
12. Write a job application letter for a candidate for the post of 'Marketing Manager' in a (5)
reputed FMCG company, explaining your skills to suit the job requirements.

OR

Write a positive message that can be sent to the creators of an E-magazine of the (5)
organization you are working in.
