



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2023
Programme – BBA-2019/BBA-2020/BBA-2021
Course Name – Business Communication
Course Code - BBAS401
(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

- Choose the correct alternative from the following :
- (i) Cite where did Jimmy hid his suitcase.
 - a) under his cot
 - c) at a secret den at Little Rock
- b) at Annabel's house that nobody knew
- d) inside the wall in a upstairs room of Mike Dolan's cafe
- (ii) Cite who gave the information about Miss Annabel Adams.
 - a) A man who was a relative of the Adams
- b) A boy who was loafing on the steps of the Elmore Bank
- c) A hotel clerk who was fond of Jimmy or Ralph
- d) None of these

- (iii) Identify a wrong posture:
 - a) Standing erect

- b) Slouching on a chair
- c) Hands resting under the chin
- d) Open arms and legs
- (iv) Name the term given to an interview type which is conducted when somebody leaves a iob.
 - a) Flyer interview

b) Audition

c) Disciplinary interview

- d) Exit interview
- (v) Identify which is a 'don't' to be followed in an interview.
 - a) Be honest, attentive, sincere to your participation
- b) Be a 'Know-it-All!'
- c) Smile, look into their eyes, have a firm handshake
- d) Switch off your mobile phone
- (vi) Tell which of these qualities are important in a Group Discussion?
 - a) Emotional stability

b) Hostility

c) Aggression

d) Ignorance

(vii)	When the audience is analysed on the background of the audience, it is called	isis of the district, region, city, urban, rural analysis of the audience.		
	Select the right term.			
	a) Geographic	b) Demographic		
	c) Psychographic	d) Philosophic		
(viii)	Choose the correct response. Pursuing goals persistently despite obstacles and setbacks is called			
	a) Initiative	b) Service Orientation		
	c) optimism	d) Leadership		
(ix)	Choose the correct optiontime.	cultures like to do just one thing at a		
	a) Monochronic	b) Synchronic		
	c) Diachronic	d) Polychronic		
(x)	When the audience is analysed on the basis of age, gender, language, culture of the audience, it is called analysis of the audience. Select the right term.			
	a) Traditional	b) Demographic		
/wi\	c) Nanographic	d) Geographic		
(XI)	leaders	the box is imperative for successful		
	a) about			
	c) inside	b) outside		
(xii	Indicate, which is not true about the be	d) within		
- 1	a) It boosts confidence			
	c) It doesn't help much professionally	b) It helps improve communication skillsd) It helps make new social connections		
(xiii) In case of demographic and geographic and government	audience analysis, the sources are mainly the		
	a) Media reports	b) Census data		
(s.i.	c) Consumer survey data	d) Market reports		
(XIV	organisational goals is the process of	ting people and human resources to accomplish		
	a) directing	b) planning		
,	c) leadership	d) management		
(XV) Select, how much was stolen by Jimmy	from burglary at Richmond.		
	a) Eight hundred dollars	b) One hundred dollars		
	c) Four thousand dollars	d) Eight thousand dollars		
		Group-B		
	(Short A	nswer Type Questions)	3 x 5=15	
2.	Explain how a Group Discussion session is	different from a Debate session	(3)	
5. Enumerate Situational Analysis of the Audience with its respective series in				
4. Explain - whom did Jimmy go to meet after being released from jail, and why page to			(3)	
	sext simility valentine and answer.		(3)	
5.	Write down three ways of managing stres	SS.	(3)	
0.	Express the importance of soft skills in th		(3)	
	Express the qualities of a good leader	OR The second se		
	-77		(3)	
	llong A	Group-C		
		Inswer Type Questions)	5 x 6=30	
7.		conducted mostly.	(5)	
0.	Locate and tell why is non-verbal comm Presentations and Interviews.	unication so important in GD sessions,	(5)	

9.	Construct the 'Education' part and the 'Extra-curricular Activities' related part of your own CV.	(5	
10.	10. Estimate how will you overcome stage fear in a Presentation and Public Speaking platform? Speak also about how does Public Speaking help in career development?		
11.		(5)	
12.	Assess what did Jimmy write to his friend Billy in his letter and why did he at all write the letter?	(5)	
	OR		
	With the last kind gesture of saving the life of little Agatha, appraise what does Ralph or Jimmy really prove about himself? Was Ben right in pardoning Jimmy?	(5)	
