



# BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – BBA-2019/BBA-2020/BBA-2021

Course Name – Business Communication

Course Code - BBAS401

( Semester IV )

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

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) Cite where did Jimmy hid his suitcase.
- |                                   |  |
|-----------------------------------|--|
| a) under his cot                  | b) at Annabel's house that nobody knew                     |
| c) at a secret den at Little Rock | 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 job.
- |                           |                   |
|---------------------------|-------------------|
| 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 |





9. Construct the 'Education' part and the 'Extra-curricular Activities' related part of your own CV. (5)
10. Estimate how will you overcome stage fear in a Presentation and Public Speaking platform? (5)  
Speak also about how does Public Speaking help in career development?
11. Explain why is anger difficult to manage mentioning the ill effects of it and how can one actually manage it. (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)

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