



## BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Business Administration & Bachelor of Law**

**Course Name – Techniques of Communication using Digital Methods**

**Course Code - BBALLBS401**

**( Semester IV )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

### **Group-A**

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

- (1) Which one of the following is the oldest form of communication?
  - a) Pigeon Post
  - b) Hydraulic and maritime semaphores
  - c) Fires and smoke signals
  - d) Signal lamps
- (2) Which of the following is a tool used in a semaphore?
  - a) containers filled with water
  - b) fire signals
  - c) cave paintings
  - d) sign language
- (3) Which of these was used for communication using signal lamps?
  - a) American Sign Language
  - b) Coded message based on the height of the water
  - c) morse code
  - d) signals using fire
- (4) Hydraulic semaphores were most popular during which time period?
  - a) prehistoric times
  - b) 14th and 15 century
  - c) 5th century BCE
  - d) 19th century
- (5) Which one of the following was a pre-requisite when it came to communication using signal lamps?
  - a) The distance had to be negligible
  - b) The other party must have a thorough understanding of morse code
  - c) It had to use a combination of water and smoke
  - d) The general public had to appreciate it

e signals

- (6) Which one of the following was a major advantage of using pigeon post method of communication?
- a) The message was delivered extremely fast
  - b) The content of the message was accurate
  - c) It reduced the dependence on human messengers
  - d) It was discreet
- (7) In which year was the first trans-atlantic cable set up?
- a) 1838
  - b) 1858
  - c) 1894
  - d) 1876
- (8) Who is credited with the invention of telephone?
- a) Albert Einstein
  - b) Marie Curie
  - c) Alexander Graham Bell
  - d) Thomas Alva Edison
- (9) The acoustic phonograph paved the way for?
- a) electrical means of communication
  - b) cheaper communication
  - c) maintain connection with other countries
  - d) military and defence purposes
- (10) The acoustic phonograph utilised which of these to communicate?
- a) light waves
  - b) sound waves
  - c) water pressure
  - d) smoke
- (11) The "wireless lightning" used in wireless telegraphy was?
- a) sound waves
  - b) radio waves
  - c) light waves
  - d) a combination of sound and light waves
- (12) Who was the inventor of wireless telegraphy?
- a) Nikolas Tesla
  - b) Marie Curie
  - c) Alexander Graham Bell
  - d) Thomas Alva Edison
- (13) Which of these is a major advantage of satellite communication?
- a) Two-way communication
  - b) Access to songs and news for a limited period
  - c) Streaming of songs and news without disruptions
  - d) Getting signals from others
- (14) Internet bandwidth services uses which one of the following?
- a) fibre optic cables
  - b) high tension wires
  - c) audio transmitters
  - d) encrypted video portals
- (15) In 1981 which one of the following emerged as a popular communication tool?
- a) Newspaper
  - b) Television
  - c) SMTP email
  - d) Instant Messaging
- (16) Which one of the following is a risk when it comes to formal online communication
- a) Cost effective
  - b) Less time consuming
  - c) More accessible for all
  - d) Chances of misunderstanding due to miscontruing meaning

- (17) What is the definition of cyber space?
- a) virtual spaces where online interaction happens
  - b) The space required to save online content
  - c) A place inspired by science-fiction and dependent on virtual reality
  - d) Just instant messaging
- (18) What is one of the biggest differences between traditional and new media?
- a) New media provides absolutely correct information
  - b) social media reaches only a select few
  - c) traditional media offers lesser chances for audiences to connect with content creators
  - d) traditional media is faster and more cost-effective
- (19) Two increasingly important ethical aspects of social media are
- a) Ratings and traffic
  - b) Transparency and privacy
  - c) Identity and honest
  - d) Politeness and civility
- (20) Which one of these is a characteristic of new media?
- a) Content curation
  - b) Real life socialisation
  - c) Excessively time consuming
  - d) Automation
- (21) Emerging technologies will continue to influence consumer behaviour in the future by enabling
- a) Customer centricity
  - b) Relevant content
  - c) Excessive reliance on personal connection
  - d) Encryptions and codes
- (22) What is the best way to promote a business with social media?
- a) To advertise your company, services, and products
  - b) To collect as many contacts as possible
  - c) Offer a lot of helpful and free information
  - d) Invite potential clients to visit your website
- (23) What does SEO stand for?
- a) Site Engine Optimisation
  - b) Search Engine Optimisation
  - c) Site Efficiency Optimisation
  - d) Search Entry options
- (24) \_\_\_\_\_ is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion)..
- a) Search Marketing
  - b) Internet Marketing
  - c) Email marketing
  - d) Mobile marketing
- (25) In blogs, conversations comprised of replies and comments are called?
- a) Running threads
  - b) Conversation blocks
  - c) Comments
  - d) Blog posts
- (26) Which of the following platforms featured a moderated newsgroup
- a) CompuServe
  - b) USENET
  - c) BIX
  - d) SME
- (27) Which of the following was the collective name for online journalists, diarists, and record keepers

- a) Exhibitionists
  - b) Exacavators
  - c) Online writers
  - d) escribitionists
- (28) In which year was Open Diary launched
- a) 1998
  - b) 1987
  - c) 1989
  - d) 1999
- (29) Who was the founder of LiveJournal
- a) Brad Fitzpatrick
  - b) Brad Evageline
  - c) Veronica Rothway
  - d) Pulama Cruz
- (30) Which one of the following is important when it comes to choosing a blog topic?
- a) Plagiarise content from others
  - b) Obsess over the pictures and videos
  - c) Write a blog that does not allign with your pas  
sion
  - d) Find a happy match between your and the aud  
ience's interests
- (31) Which of the following is important when it comes to creating blog content?
- a) Research
  - b) Paid promotions
  - c) Guest bloggers
  - d) Social media shares
- (32) What the elements of creative blog writing?
- a) story, setting, language
  - b) characters, pictures, comments
  - c) Comments, promotions, money
  - d) Sponserhips, reviews, characters
- (33) What comprises the sensorial details in blog writing?
- a) Common sense
  - b) Sense and sensibility
  - c) details that involve your sight
  - d) details which involve your five senses
- (34) What are literary tools?
- a) Tools that help us get in touch with our emotio  
ns
  - b) Tools that help us write in a better fashion
  - c) Tools that help us to have fun
  - d) Tools that unnecessarilly complicate language
- (35) When using content from external sources in presentation materials, it is necessary to incl  
ude:
- a) copyright warning
  - b) trademark symbol
  - c) hyperlinks
  - d) citations and references
- (36) To contrast text on a presentation slide for better viewing, it is preferable to use:
- a) Dark text on a dark background
  - b) Light text on a light background
  - c) dark text on a light background
  - d) light text on a dark background
- (37) Important considerations when rehearsing a presentation are
- a) Attire
  - b) Food and Beverages
  - c) Timing and pace
  - d) Audience
- (38) When delivering a presentation as a part of the team it is important to
- a) Coordinate your portion with others so you ca  
n present first
  - b) Coordinate your portion with others and make  
sure content is not duplicated

- c) Make sure your name is there on the credits alone      d) Make the team work hard and pick up the slack
- (39) Font size of the bullet points on presentation materials should be large enough
- a) For the audience in the first few rows of the presentation      b) For the presenters
- c) For your team      d) For the members of the audience on the last bench
- (40) The purpose of a presentation intended to sell a service to a potential client is to
- a) Persuade      b) Inform
- c) Entertain      d) Educate
- (41) The outline of a presentation is a:
- a) List of external sources used in the presentation      b) List of major headings or topics to be covered in the presentation
- c) List of pictures included in the presentation      d) List of members involved in the presentation
- (42) During the creation of a slide show, the teacher has asked you enter each slide from the top. What special effect is needed?
- a) Animation      b) Transition
- c) Audio      d) Graphics
- (43) When presenting your poise should be
- a) nervous and angry      b) confident and relaxed
- c) annoyed      d) shy
- (44) Choose three words to describe academic writing
- a) Talented, stylish inspiring      b) Precise, clear, objective
- c) Decisive, divisive, derisive      d) subjective, obscure, vague
- (45) What is a claim?
- a) a statement used to support or prove the thesis      b) quotations from a source
- c) the analysis explaining meaning of evidence      d) a sentence that grabs your reader's attention
- (46) A writer would use a call to action in which part of the essay and why?
- a) introduction; to gain a reader's attention      b) conclusion; state a specific solution to an identified problem
- c) conclusion; change the nature of his or her problem      d) conclusion; let a reader know what is being done about a particular problem already
- (47) Where would you typically expect to find an essay's thesis statement?
- a) At the end of your introductory paragraph      b) At the start of each paragraph
- c) At the start of the concluding paragraph      d) At the end of the essay
- (48) Which of the following is applicable to skim reading an academic text?
- a) Making detailed notes      b) reading for specific information
- c) reading the index      d) reading for an overview
- (49) Select the correct order of information in a body paragraph of an academic essay

- a) Evidence, explanation, topic sentence
  - b) Thesis, evidence, explanation
  - c) Topic sentence, evidence, explanation
  - d) Explanation, topic sentence, evidence
- (50) Which of the following is NOT a characteristic feature of information included in an academic essay
- a) Evidence gathered from peer-reviewed sources
  - b) Evidences which can be verified objectively
  - c) Evidences which have been presented by credible experts
  - d) Evidence based on gossip and misinformation
- (51) Why is it important to choose a relevant topic when it comes to research?
- a) To contribute to new knowledge
  - b) To gain the approval of others
  - c) To hoard new knowledge
  - d) To appear intelligent
- (52) The term "very often" can be replaced in academic writing as
- a) Frequently
  - b) Rarely
  - c) Often
  - d) Many times
- (53) What is the purpose of a topic sentence in an academic essay?
- a) To give coherence to a paragraph
  - b) To help the reader understand what the paragraph will be about
  - c) To help with the flow of the sentences
  - d) To help keep references in correct order
- (54) Which of the following is a characteristic of a good thesis statement
- a) Argumentative, specific, engaging
  - b) Engaging, bland, provocative
  - c) Bland, copied directly from others, no references
  - d) A statement, opinion based, peer reviewed evidences
- (55) Choose the correct option. A strong thesis statement should
- a) state facts
  - b) keep the reader guessing
  - c) make the author's opinion clear based on evidence
  - d) consist of a bunch of vague assumptions
- (56) Which of the following is NOT a source of research ideas?
- a) Past research
  - b) Practical life issues
  - c) Theory
  - d) All of the above
- (57) Choose the correct option. Research hypotheses are
- a) Formulated after a review of the literature
  - b) Statements of predicted relationships between variables
  - c) Stated such that they can be confirmed or denied
  - d) All of the above
- (58) The research participants are discussed in detail in which section of the research plan?
- a) Introduction
  - b) Method
  - c) Data Analysis
  - d) Discussion
- (59) The feasibility of a research should NOT be considered in the light of:
- a) prestige to be gained
  - b) cost and time required to conduct the study

c) skills of the researcher

d) potential ethical concerns

(60) Which of the following is not a database to containing information to be used during a literature review

a) ERIC

b) Blogspot

c) PsychInfo

d) SocioFile