



# BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Tech.(CSE)-AIML-2023/B.Tech.(CSE)-DS-2023/B.Tech.(CSE)-2023

Course Name – Effective Communication Skills

Course Code - HSMCM201/HSMCD201/HSMCG201

( Semester II )

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) Select which of the following characters does this statement pertain to: "Romance at short notice was her speciality".

- a) Mrs. Sappleton
- c) Framton Nuttel

- b) Veena
- d) Vera

(ii) Recall Vera's age.

- a) Fifteen
- c) Seventeen

- b) Sixteen
- d) Fourteen

(iii) Recall where was Patrick standing when Mary reenters the living room with the meat from the freezer.

- a) By the window
- c) On the stairs

- b) On the porch
- d) In the kitchen

(iv) Identify which of the following does Mary get from the grocer for supper.

- a) Potatoes, can of peas, and a cheesecake
- c) Fruits and bread

- b) A cheesecake and cookies
- d) Piece of meat

(v) Identify the option which is particularly applicable for Scanning.

- a) Understand the underlying themes of a text
- c) Locate specific facts or names quickly

- b) Memorize detailed information
- d) Analyze the structure of a passage

(vi) You have to find out if a job advertisement is relevant to you. Choose which of the following techniques will you use.

- a) Skimming
- c) Chunking

- b) Scanning
- d) Rapid reading

(vii) Identify which of the following will you not do when you have been asked to skim through a text.

- a) Read word-for-word

- b) Read the important headings and sub-headings

- c) Ignore Irrelevant details  
d) Read the first and last line of the given text
- (viii) Select the correct response: Which C of communication emphasizes using simple and clear language to convey messages?  
a) concreteness  
b) clarity  
c) consideration  
d) conciseness
- (ix) Identify the correct response: \_\_\_\_\_ is fundamental in research paper discussions, where your claims need to be supported with facts and figures from your results.  
a) Concreteness  
b) Conciseness  
c) Consideration  
d) Clarity
- (x) Predict which of the following should candidates avoid during a group discussion.  
a) Changing sides/opinions in the middle  
b) Listening actively to others' viewpoints  
c) Using real-life examples to support arguments  
d) Engaging in sub-group talks
- (xi) Determine which of the following does public speaking NOT help with.  
a) Developing leadership skills  
b) Enhancing social connections  
c) Reducing vocabulary  
d) Improving performance skills
- (xii) Identify the term which is a document shorter than a letter, used for communication only within a company.  
a) E-mail  
b) Article  
c) Circular  
d) Memorandum
- (xiii) Identify who writes the Minutes of a meeting.  
a) The President of the company  
b) The Vice-president of the company  
c) The Secretary of the organizational unit  
d) Any one of the above
- (xiv) Choose what is important in case of email writing.  
a) Using emojis often  
b) No need to practice good grammar  
c) Do not shorten your URLs  
d) Reply to all your emails
- (xv) Which of the following options best explains the requirement of setting career goals?  
a) Creating a list of places to travel  
b) Defining short-term and long-term objectives  
c) Starting a personal blog  
d) Learning a new language

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define self assessment skills in terms of professional communication. (3)
3. Rewrite the following sentences by correcting the error: 1. We should to help those in need. 2. You may not should to wear that to the interview. 3. I must to leave early today. (3)
4. Illustrate the purpose of a group discussion in the interview process. (3)
5. Explain the reason of Mr. Nuttel's visit to Mrs. Sappleton's house. (3)
6. Explain why 7C's of communication is required for an effective way of communication. (3)

OR

- Analyze how courteous communication can be achieved in 7 C's of Communication. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss the role of public speaking in developing critical thinking skills and how preparing a speech enhances effective communication. (5)
8. Scan through the following text and write the answers to the following questions. The ancient city of Petra stands as a testament to human ingenuity and architectural brilliance. Nestled amidst the rugged landscapes of modern-day Jordan, Petra flourished as the capital of the (5)

Nabatean Kingdom from the 4th century BCE to the 2nd century CE. Carved into the rose-coloured sandstone cliffs, Petra's elaborate facades and intricate structures evoke a sense of wonder and awe. One of Petra's most iconic features is the Treasury, also known as Al-Khazneh, a grand temple facade adorned with intricate carvings and towering columns. Beyond the Treasury lies a labyrinth of tombs, temples, and dwellings, each bearing witness to Petra's rich history and cultural significance. The city's ingenious water management system, which included channels, cisterns, and dams, enabled its inhabitants to thrive in the arid desert environment. Petra served as a crucial hub for trade routes connecting Arabia, Egypt, and the Mediterranean, facilitating the exchange of goods, ideas, and cultures. Its strategic location and wealth attracted the attention of powerful empires, including the Romans, who eventually annexed Petra in the 2nd century CE. Despite its prosperity, Petra's fortunes declined in the following centuries, and the city was gradually abandoned and forgotten by the outside world. It wasn't until the 19th century that Petra captured the imagination of European explorers, who marvelled at its ancient ruins and sought to uncover its mysteries. Today, Petra is recognized as a UNESCO World Heritage Site and remains one of the world's most iconic archaeological wonders, drawing visitors from across the globe to marvel at its awe-inspiring beauty and glimpse into the past.

1. Describe the architectural features of Petra as described in the passage. (5)
  2. What was the significance of Petra's water management system? (5)
  3. How did Petra's strategic location contribute to its prosperity? (5)
  4. Which powerful empire annexed Petra in the 2nd century CE? (5)
  5. What sparked renewed interest in Petra during the 19th century? (5)
9. Discuss the importance of employability skills. (5)
  10. Write a formal Letter of Complaint regarding the delivery of some defective goods to your company. You are the Purchase Manager of your company. (5)
  11. Justify the title of the story, "Lamb to the Slaughter" by Roald Dahl. (5)
  12. Analyse the various methods by which leadership skills can be improved in a professional. (5)

**OR**

- Analyse the methods by which goal setting can be improved in an individual. (5)

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