



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA-Hons-2023/BBA(HM)-Hons-2023/BCA-Hons-2023/B.Sc.(ANCS)-  
Hons-2023/B.Sc.(BT)-Hons-2023/B.Sc.(MSJ)-Hons-2023/BBA(DM)-Hons-2023/B.Com.  
(AFB)-Hons]-2023/B.Sc.(FND)-Hons-2023

Course Name – Communicative English

Course Code - AEC00002

( 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 :
- Identify which option is true for Skimming in English communication.
    - the paraphrasing of the text
    - the detailed reading of the text line by line
    - the practice of quickly and superficially reading a text
    - the reading of summary
  - State why are headings and subheadings important in a passage.
    - to divert the readers mind
    - to increase the word count
    - to know what the passage is talking about
    - to make the passage look good
  - State what is the most important thing to do during a group discussion.
    - silent participation
    - remember everybody's names
    - writing down the points
    - active listening
  - Identify which of the following options is incorrect while introducing yourself during the job interview.
    - My name is George Hill
    - I am George Hill
    - Myself George Hill
    - This is George Hill
  - Identify the odd one out from the expressions used during job interviews.
    - Introduction
    - Expressing enthusiasm
    - Strengths and weakness
    - Expressing personal grudges
  - Identify which among these does not belong to Wh Questions
    - what
    - while
    - how
    - when
  - Locate which of these is used to introduce a list
    - colon
    - full stop

- c) brackets  
d) hyphen
- (viii) Choose the right option to fill in the blank: A Slash mark is used to \_\_\_\_\_.
- a) show sudden emotion  
b) show that you are asking question  
c) show either of the options are applicable  
d) show correct grammar
- (ix) Choose the right answer to complete the following sentence: Consideration is one of the 7Cs of effective communication where we \_\_\_\_\_.
- a) start arguments with the audience  
b) show a 'you-attitude'  
c) ignore the audience  
d) debate on their needs and interests
- (x) Choose the right word: While writing a summary one should avoid \_\_\_\_\_.
- a) relevant information  
b) repetitions  
c) conclusion  
d) grammar
- (xi) Recall which tense is commonly used when writing articles.
- a) Present tense  
b) Past tense  
c) Future tense  
d) A mixture of tenses
- (xii) Determine why maintaining eye contact is necessary while listening to a speaker.
- a) it shows that you are good at meditating  
b) it shows you are engaged and interested in what they are saying  
c) to check your patience  
d) to disturb the speaker
- (xiii) Select the correct answer which represents a quality of news reporting.
- a) Gathering information  
b) Writing a compelling headline  
c) Including quotes and interviews  
d) All of the above
- (xiv) Identify what is true about Scanning: 'In Scanning a text, putting \_\_\_\_\_ is very important.'
- a) Focus on the length of the passage  
b) Focus on keywords  
c) Stress upon punctuation  
d) Stress on preposition
- (xv) Select the right expression for the given blank: \_\_\_\_\_ is a form of negative feedback that focuses on highlighting areas of improvement in a positive manner.
- a) Positive feedback  
b) Constructive criticism  
c) Counterproductive friction  
d) Accusatory feedback

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. List down the benefits of Skimming. (3)
3. Write down the uses of colon, semi-colon, and apostrophe. (3)
4. How would you scan a given text? Explain with reference to any three points. (3)
5. Restate what you would express while closing a job interview. (3)
6. Anticipate what happens when we take feedback from the people. (3)

OR

Construct your ideas with regard to your understanding of the term 'Presentation'. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the 7Cs of effective communication. (5)
8. List down the points and explain the English expressions used during the conferences and presentations. (5)
9. Explain what is an extempore and illustrate the key points to be followed during an extempore. (5)
10. Discuss the points that a candidate should prepare before participating in a group discussion. (5)
11. Explain the steps involved in the process of scanning a text. (5)

12. Create an *inverted pyramid style* to depict the pattern followed to write a news story. (5)

**OR**

Write a news report on the Tree-Planting Drive for Environmental Conservation by the local community. (5)

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