



LIBRARY
BRAINWARE UNIVERSITY
SCHOOL OF LAW
 Barasat, Kolkata - 700106

BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA LL.B.-2021/BBA LL.B.-2022/BBA LL.B.-2023/BBA LL.B.-2024

Course Name – Business Communication

Course Code - BBALLB402

(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

1. Choose the correct alternative from the following :

(i) Select the right answer: When giving a presentation in front of an audience you should do all of the following except for _____.

- | | |
|--------------------------------|-------------------------------|
| a) Speak loud and clear | b) Provide handouts if needed |
| c) Look to the screen and talk | d) Dress professionally |

(ii) Memorise, how much did the burglary tools cost.

- | | |
|-------------------------------|------------------------------|
| a) over one hundred dollars | b) over nine hundred dollars |
| c) seven hundred dollars only | d) nine thousand dollars |

(iii) Recall, how many burglaries did Jimmy commit after release from the jail.

- | | |
|---------|----------|
| a) two | b) seven |
| c) nine | d) three |

(iv) Identify the place where Jimmy arrived after the three burglaries.

- | | |
|-------------------|----------------|
| a) Elmore | b) Little Rock |
| c) Jefferson City | d) Springfield |

(v) In a Group Discussion, the discussion must be directed to its logical _____ in time. Locate the missing word.

- | | |
|--------------|---------------|
| a) truth | b) mood |
| c) reasoning | d) conclusion |

(vi) Estimate the type of communication posters fall under.

- | | |
|-----------|------------|
| a) Oral | b) Written |
| c) Visual | d) Spoken |

(vii) Interpret, what does Paralanguage refer to.

- | | |
|--|---|
| a) the words spoken | b) the various meanings in different languages |
| c) the vocal messages through pitch, rate loudness | d) languages passed on from parents to children |

- (viii) Select the style of conducting an interview where the interviewers are not prepared with a set of questions, and rather are open to discussions.
- The meandering style
 - The stress interview style
 - The directive style
 - All of these
- (ix) Trace which among the following is not a verbal element in formal presentation.
- Word pictures
 - similes and Metaphors
 - Impact words
 - Making eye contact
- (x) Infer, in which of these types of listening, the listener puts himself in place of the speaker.
- Superficial
 - Empathetic
 - Evaluative
 - Focused
- (xi) Choose which among the following is an audience analysis method too.
- Group Discussion
 - Debate
 - Extempore
 - Interview
- (xii) Choose when the audience is analyzed on the basis of age, gender, language, culture of the audience, it is called _____ analysis of the audience.
- Traditional
 - Demographic
 - Nanographic
 - Geographic
- (xiii) Choose what could be a favoured technique for conflict resolution in every business.
- Conflict Management
 - Negotiation
 - Appeasement
 - Increment
- (xiv) Write, taking class notes is an example of which kind of listening.
- Appreciative listening
 - Superficial listening
 - Comprehensive listening
 - Combative listening
- (xv) Determine which of these is true in the context of passive reading.
- Critical thinking is required
 - The readers predicts and responds to the text
 - The goal is to finish reading
 - The reader identifies and evaluates the writer's attitude

LIBRARY
BRAINWARE UNIVERSITY
SCHOOL OF LAW
 Parasat, Kolkata - 700125

Group-B
 (Short Answer Type Questions)

3 x 5=15

- Compare between positive and negative messages. (3)
- Establish the differences between curriculum vitae and resume. (3)
- Define scanning. (3)
- Differentiate between good and bad stress. (3)
- Justify the decision of Ben Price to leave Jimmy Valentine free at the end of the story. (3)

OR

Express the importance of soft skills in the legal world. (3)

Group-C
 (Long Answer Type Questions)

5 x 6=30

- Explain any 5 traits of a person with good managerial skills. (5)
- Write notes on: 1. Psychological barriers to listening 2. Organizational barriers to listening (5)

9. Analyze the relationship between Annabel and Jimmy Valentine. (5)
10. Define Kinesics. Give situational examples on how you can effectively use different types of Kinesics. (5)
11. Explain what can be the different threats faced by an organisation. (5)
12. Compose a negative message written by a company superior for his subordinate in about 100 words. (5)

OR

Write a one-page Resume for a candidate for the post of a Front Office Executive, for a reputed mobile phone manufacturing company. (5)

LIBRARY
BRAINWARE UNIVERSITY
SCHOOL OF LAW
Parasat, Kolkata- 700125