



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme– BCA/ B.Sc.(CS)/ B.Sc.(HN)/ B.A(MW)/ BBA/ B.Com.**

**Course Name – Business Communication I**

**Course Code – HU201 (BL)**

**(Semester – 2)**

**Time allotted: 3 Hours**

**Full Marks : 70**

[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)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) Choose the proper synonym of the word RELIABLE
    - a. Trustworthy
    - b. Significant
    - c. Ungrateful
    - d. Trecherous
  - (ii) What is the meaning of **Curator**
    - a. a person incharge of a museum
    - b. a person incharge of a library
    - c. a person incharge of an examination hall
    - d. a person incharge of a laboratory
  - (iii) Which of the following is not a part of the 'Receiver' in communication?
    - a. Decoding
    - b. Encoding
    - c. Understanding
    - d. Action
  - (iv) The word 'communication' comes from which Latin word-
    - a. Communis
    - b. Comunis
    - c. Communist
    - d. Comunist



**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) What are the advantages and disadvantages of verbal and non-verbal communication? 10
- (b) What is communication? How does the process take place? 5
8. (a) Make sentences with the following pairs of words: 10
- i. bear, bare
  - ii. here, hear
  - iii. fair, fare
  - iv. mill, meal
  - v. sail, cell
- (b) Give the one-word substitutions of the following: 5
- i. government by one person
  - ii. collector of stamps
  - iii. a practice of marrying one at a time
  - iv. a home for orphans
  - v. an imaginary perfect social and political system
9. (a) Do as directed. 2x5=10
- a) No one present there agreed with him. (Begin with 'Everyone')
  - b) Mumbai is the busiest city. (Make it Negative)
  - c) One of the boys -- -- -- (was/were) punished.
  - d) They corrected me. (End with 'by them'.)
  - e) I have bought a car. This is new. The colour of the car is blue. (Join into a Simple Sentence)
- (b) Do you think that Language is an important tool of communication? 5  
Validate your answer with logic.
10. (a) Write vowel-definition of the following words: 2x5=10
- i) cat, ii) pet, iii) mood, iv) hard, v) sit
- (b) Make sentences with the following idioms: 1x5=5
- i. Bite your tongue
  - ii. Break a leg
  - iii. Cry over spilt milk
  - iv. Dog days of summer
  - v. Drink like a fish

11. (a) Explain the Barriers in communication. 10
- (b) Join the sentences into a single sentence, not using 'and', 'but', 'so'. 1x5=5
- a) I do not like green. I do not like saffron.
  - b) He is very nervous. He is waiting for his result.
  - c) I wrote a letter to my daughter. She was very happy to receive it.
  - d) He is very rich. He does not help others.
  - e) He is very weak. He is unable to walk.

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