

## **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)  $10 \times 1 = 10$ 1. Choose the correct alternative from the following (i) Choose the proper synonym of the word RELIABLE a. Trustworthy b. Significant d. Trecherous c. Ungrateful (ii) What is the meaning of **Curator** b. a person incharge of a library a. a person incharge of a museum c. a person incharge of an d. a person incharge of a laboratory examination hall Which of the following is not a part of the 'Receiver' in communication? (iii) a. Decoding **Encoding** b. c. Understanding Action d.

b. Comunis

d. Comunist

The word 'communication' comes from which Latin word-

(iv)

a. Communis

c. Communist

(v)	Who is the author of the short story 'The Gold Frame'?					
	a.	Ruskin Bond	b.	R.K. Narayan		
	c.	R.K.Laxman	d.	O. Henry		
(vi)	He is busy now, he his assignment. (Fill in the blanks)					
	a.	writes	b.	is writing		
	c.	has written	d.	has been writing		
(vii)	What	is the meaning of <b>Bibliophile</b> ?				
	a.	a lover and collector of flowers	b.	a hater and collector of books		
	c.	a lover and collector of Bible	d.	a lover and collector of books		
(viii)	Choose the correct suffix for the word NATIONAL.					
	a.	ly	b.	an		
	c.	ty	d.	ist		
(ix)	What	is the synonym of Novice?				
	a.	Expert	b.	Efficient		
	c.	Veteran	d.	Beginner		
(x)	Comm	nunication is a process.				
	a.	One-way	b.	Two-way		
	c.	Multiple-way	d.	Half-way		
		Crow	n D			
		Grou	-	2	c 1c	
		(Short Answer	Type Q	Questions) 3 X	5 = 15	
	·	hree from the following			5	
2.	Justify the title of the short story 'The Gold Frame'.					
3.	Describe Datta's mounting tension and the sudden relief he gets in the end.					
4.	What did Datta feel about the photograph? What kind of frame did the customer choose?					
5.	Why does the author say that he fitted with the shop with complete harmony?					
6.	What happened to the picture? How did he solve the problem?					

## Group-C

		(Long Answer Type Questions) 3	x 15 = 45			
Ans	wer aı	ny three from the following				
7.	(a)	What are the advantages and disadvantages of verbal and non-verbal communication?	1 10			
	(b)	What is communication? How does the process take place?	5			
8.	(a)	Make sentences with the following pairs of words:	10			
		<ul><li>i. bear, bare</li><li>ii. here, hear</li><li>iii. fair, fare</li><li>iv. mill, meal</li><li>v. sail, cell</li></ul>				
	(b)	Give the one-word substitutions of the following:	5			
		<ul> <li>i. government by one person</li> <li>ii. collector of stamps</li> <li>iii. a practice of marrying one at a time</li> <li>iv. a home for orphans</li> <li>v. an imaginary perfect social and political system</li> </ul>				
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)	1			
	(b)	Do you think that Language is an important tool of communication? Validate your answer with logic.	5			
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			
		<ul> <li>i. Bite your tongue</li> <li>ii. Break a leg</li> <li>iii. Cry over spilt milk</li> <li>iv. Dog days of summer</li> <li>v. Drink like a fish</li> </ul>				

11. (a) Explain the Barries in communication.

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- (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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