



Library  
Brainware University  
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## BRAINWARE UNIVERSITY

### Term End Examination 2023

Programme – BBA-2022/BBA(DM)-2022/BBA(HM)-2022/B.Com.(BF)-Hons-2022/B.Optomtry-2022/B.Physiotherapy-2022/B.Sc.(AM)-Hons-2022/B.Sc.(MSJ)-Hons-2022/B.Sc.(CCT)-2022/B.Sc.(MLT)-2022/B.Sc.(MRIT)-2022/B.Sc.(OTT)-2022/B.Sc.(PA)-2022/B.Sc.(PSY)-Hons-2022

Course Name – English Communication

Course Code - HU201

( Semester II )

Full Marks : 30

Time : 1:30 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 5=5

1. Choose the correct alternative from the following :

(i) Identify what kind of change came over the narrator when he failed to locate her at the station for the first time?

- |   |   |
|---|---|
| a) That the girl was unkind and did not keep her promise to return        | b) He acknowledged that he was a stranger to her and that he had been infatuated with her |
| c) The narrator became more indifferent towards her than he initially was | d) He thought of himself as not capable of being loved                                    |

(ii) Estimate, what does the word 'Terai' refer to

- |                                     |  |
|-------------------------------------|--|
| a) the dim light at Deoli           | b) the marshy jungle at the foothills of the Himalayas |
| c) the stray dogs at Deoli platform | d) a lone platform                                     |

(iii) Identify the correct options: Deoli had only one \_\_\_\_\_ and \_\_\_\_\_.

- |  |  |
|--|--|
| a) a waiting room and a wash room        | b) a canteen and a few stray dogs                  |
| c) a dim oil lamp and a sweet little boy | d) office for the stationmaster and a waiting room |

(iv) Choose the correct response: Which communication barrier limits individual's freedom to communicate easily to the higher level workers?

- |                       |                           |
|-----------------------|---------------------------|
| a) Physical barrier   | b) Organizational barrier |
| c) Linguistic barrier | d) Faulty transmission    |

- (v) Select which of these applies to Horizontal communication
- a) Face-to-face discussion
  - b) Telephonic talk
  - c) Periodical meeting
  - d) All of the above

**Group-B**

(Short Answer Type Questions)

3 x 5=15

- 2. State three reasons why feedback is essential in business communication. (3)
- 3. Determine the features of an effective advertisement. (3)
- 4. Explain the importance of a minute of a meeting. (3)
- 5. 'I felt the impulse to put her on the train there and then, and take her away with me.' Recall, who felt so and why? (3)
- 6. Compare and contrast between Oculistics and Olfactics in communication. (3)

**OR**

Differentiate between Mass Communication and Meta Communication. (3)

**Group-C**

(Long Answer Type Questions)

5 x 2=10

- 7. Write a short Memo informing the employees of a particular department that a Training Programme has been planned for them by the company. (5)
- 8. Justify whether the narrator's decision of not getting down at Deoli and search for his beloved was right or not. (5)

**OR**

Develop an interpretation of what you think there was between the narrator and the poor girl of Deoli, love or infatuation? (5)

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