



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Tech.(CSE)-AIML-2022/B.Tech.(CSE)-DS-2022/B.Tech.(RA)-2022

Course Name – Professional Communication Skills

Course Code - HSMCM201/HSMCD201/HSMCR201

(Semester II)

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Brainware University
Barasat, Kolkata - 700125

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) Select the correct response. In SWOT analysis, you subdivide each quadrant into A. internal factors B. external factors C. tangible factors D. intangible factors
- | | |
|-----------------|-----------------|
| a) A and B only | b) B and C only |
| c) C and D only | d) A and D only |
- (ii) Identify the correct option. Complete communication develops and enhances _____ of an organisation
- | | |
|---------------|----------------|
| a) reputation | b) attribute |
| c) planning | d) performance |
- (iii) Interpret the components of Business letters:
- | | |
|----------------------------|---------------------|
| a) letters head stationary | b) Letter reference |
| c) Date and Salutation | d) all of the above |
- (iv) Explain the purpose of a summary placed at the beginning of a CV.
- | | |
|--------------|----------------------------|
| a) preface | b) synopsis |
| c) reference | d) statement of objectives |
- (v) Select the correct response. _____ Chart is ideal for showing the frequency of survey responses.
- | | |
|----------------|----------|
| a) Stacked Bar | b) Mekko |
| c) Bubble | d) Pie |

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Group-B
(Short Answer Type Questions)

3 x 5=15

2. With close reference to the first two paragraphs of the story "Lamb to the Slaughter", describe the atmosphere of the Maloney household (3)
 3. Summarise the objectives of Audience Analysis briefly (3)
 4. Identify the uses of a Scatter Plot Chart. (3)
 5. If you are applying for a full-time job as a fresher, how would you construct the employment history section of your resume? (3)
 6. Determine when can SWOT analysis be conducted. (3)
- OR**
- Explain three benefits of SWOT analysis (3)

Group-C
(Long Answer Type Questions)

5 x 2=10

7. Recall the 10 laws of good report writing (5)
 8. Differentiate between Dual Axis Chart and Area Chart. (5)
- OR**
- With relevant examples, illustrate any 3 steps that are to be followed while writing a technical report. (5)
