

CS/BBA (H)/BIRM/BSCM/SEM-2/BBA-201/2011

2011

ENGLISH – II

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Authority when it is not supported by the
moral purity of its user.

a) empowers b) crumbles

c) prevails d) waits.

ii) Be kind the poor.

a) for b) towards

c) to d) on.

iii) This stretch of

Here italicized words mean the river *has hidden
dangers.*

a) is treacherous b) is cunning

c) is swift d) is unpredictable.

iv) Give the meaning of the word *redundant*

a) superfluous; excessively wordy

b) suppress

c) deep-rooted

d) bear fruit.

- v) As a universal language, Esperanto has never really gained widespread acceptance its lack of native speakers.
- a) because b) as a result
c) in order to d) due to.
- vi) She is an *immaculate* beauty. (replace the italicized word)
- a) Ugly b) Pretty
c) Flawless d) None of these.
- vii) Which cannot be heard is
- a) silence b) audible
c) deaf d) inaudible.
- viii) One who performs surgery is
- a) sergeant b) surgeon
c) compounder d) none of them.
- ix) The term 'Bonafide' means
- a) genuine b) valuable
c) permanent d) bonfire.
- x) Genocide means
- a) Mass killing b) Killing of one's self
c) Killing of the poor d) Bloodshed.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What is the full form of FAX ? Mention at least four advantages of FAX.
3. Discuss the importance of Business Etiquette in today's Business World.

4. You are the Secretary to the Head of the company. Write a notice to the employees of the company to go to the canteen in the lunch hours only.
5. Explain the characteristics and advantages of an E-mail.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

6. Beginning February 9, the second phase of Census 2011 — the largest of its kind — is slated to witness 2.7 million enumerators and supervisors map an estimated 1.2 billion people across the length and breadth of the country. The three-week exercise promises to be significant in terms of massive volume of data collected as also in terms of quality of information. From adopting a female pan-Indian face as mascot to roping cricketers and actors as Census 2011's brand ambassadors, efforts have been made to give the exercise a modern outlook.

In content too, the approach is to keep step with the times, focusing on gender sensitivity and inclusion. It is welcome that the Census will make no assumptions about anyone's faith or mother tongue. Every individual will provide such data independently of the head of the family, and can even choose 'no religion' or specify a faith outside the country's six major religions. Similarly, relationships in modern society do not always fit conventional moulds. So, those separated will have a different code to distinguish themselves from those divorced and live-in couples can describe their relationship as 'never married', 'friend', or

‘unrelated’.

A major first gender would not be enumerated according to male/female categorisations alone. A separate category ‘others’ has been created for transgender and nonheterosexuals.

In fact, enumerators have been instructed to accept whatever gender identity the respondent chooses to mention. If sex workers will fall under ‘others’ instead of ‘beggar’ as was the case earlier, ‘illegal immigrants’ will be enumerated without mention of their nationality. From a headcount of the homeless to data garnering on ownership of mobile phones, computers and internet connections, Census, 2011 has an impressively broad sweep.

a) Answer each of the following in *one/two* complete sentence(s) :

i) Who had been the source of information regarding one’s mother tongue or faith till Census, 2011 ? 1

ii) What is the mascot for Census, 2011 ? 1

iii) What is the range of data from the perspective of headcount to be collected during Census, 2011

that would expectedly make it have an impressively broad sweep ? 1

iv) How many people are going to be counted in the second phase of Census, 2011 ? How many enumerators and supervisors are expected to be included in this phase ? 1

v) For how many days is the second phase of Census, 2011 going to be continued ? 1

b) What do you understand by

i) The modern outlook of Census, 2011 ? 3

ii) The question of sexual liberty in Census, 2011 ? 3

c) Find out following words that mean

i) Task

ii) Across the Indian nation

iii) A person who leaves one country to settle permanently in another

iv) A person who counts one by one. 1 + 1 + 1 + 1

7. Write a job application letter in response to an advertisement published in The Statesman on 15th April, 2011 for the post of a Marketing Manager having 10 years work experience.

8. You would like to apply for post graduation to a foreign University after the completion of your graduation. Write to the University requesting them for the prospectus and enquiring about the job opportunities after completing the course.

9. As the General Manager of the Greater Darjeeling Tea Estate submit a report to the CEO enquiring into the reasons of labour unrest in your company.

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