

CS/BBA(H)/BIRM/BSCM/SEM-2/BBA-201/2013

2013

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) Prophet means

a) one who sees before his own time

b) one who is blind

c) one who lives at the same time as another

d) one who is very wise.

ii) Videoconferencing is an advanced form of

a) Fax b) Teleconferencing

c) E-mail d) Data collection.

iii) The word 'fax' comes from the Latin word

a) Facsimile b) Fascist

c) Faxes d) none of these.

iv) Alpha and omega means

a) at a good distance

b) without warning

c) about to happen

d) the beginning and the end.

v) Boisterous means

a) boiling b) hot

- c) dangerous d) noisy.
- vi) One who talks a great deal is
- a) eavesdropper b) bellicose
- c) dexterous d) loquacious.
- vii) An official numbering of the population is
- a) referendum b) census
- c) statistics d) listing.
- viii) A job application has to have
- a) salutation b) complimentary close
- c) signature d) all of these.
- ix) Pros and cons means
- a) utensils
- b) furniture
- c) arguments for and against
- d) on purpose.
- x) In listening it is important to give attention to
- a) what is said b) what isn't said
- c) the non-verbal d) all of these.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the importance of Business Etiquette in today's business world.
3. It has come to your notice that employees of your organisation are spending more time on social networks during office hours. As the section-in-charge draft a memo asking all employees to refrain from misusing facilities provided to them by the company. Also make mention of the

consequences they are likely to face if such habits persist.

4. E-mail is acquiring immense popularity as it offers some tremendous advantages. Justify.

5. As a retailer, draft a letter to Duckback Company, Kolkata placing an urgent order with them for certain goods required for the forthcoming rainy season. Mention the mode of payment and draw their attention to the need of prompt delivery.

6. Write in brief the characteristics to make an effective advertisement.

GROUP – C

(Long Answer Type Questions)

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

7. Raj Pareek Singh University, Kareempur, wishes to introduce the internal evaluation system and has written to the Registrar, BITS, Pilani. Write a letter report to be sent to the Chairman, Examination Committee, RPS University containing relevant information.

8. As the Purchase Officer of Salt Lake Utilities you had ordered 20 Pentium-4 computers from Micro Sun System. When the consignment arrived it was found that 7 of the computers are damaged. Write a letter requesting proper replacements.

9. Write an application in response to the following advertisement in The Times of India. Enclose an appropriate CV.

"Wanted fresh Graduates for Cascade Software. Applicants should be willing to travel to all parts of India. Preference will be given to candidates with good communication skills."

10. You are the store manager of a renowned departmental store. Your store is launching a new brand of washing machine known as Quick Wash with a lot of ultra modern features like quick wash facilities, inbuilt water system, lightweight, space saving structure, voice message provider, auto power cut-off etc. All the machines come in attractive colours. Write a letter to one of your esteemed customers describing the product and asking him to come and have a look at the new machine.

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