

CS/BSM/SEM-2/BSM-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. Answer the following : $10 \times 1 = 10$

A. Choose the correct alternatives for the following :

i) 'Illegible' is

- a) that which cannot be read
- b) that which cannot be seen
- c) that which cannot be written
- d) that which cannot be understood.

ii) 'Incredible' means

- a) that which cannot be avoided
- b) that which cannot be heard
- c) that which cannot be believed
- d) that which cannot be divided.

iii) A person who knows many languages is called

- a) a journalist b) a linguist
- c) a strategist d) a communist.

iv) One who is unable to pay one's debts is an

- a) immigrant b) invincible
- c) emigrant d) insolvent.

v) An 'orator' is a person who

a) is not able to be selected or elected under the existing rules

b) is able to make an eloquent speech

c) is a famous novelist

d) is a good ruler of a nation.

B. In the following questions fill in the blanks using the correct alternatives :

vi) If you want to join this organization , you need the recommendation of a person who was a member of this society.

a) formerly, formally b) formally, formerly

c) firmly, favourably d) favourably, firmly.

vii) If your networking is, you will definitely customers.

a) lose, loss b) loose, loss

c) loss, lose d) loose, lose.

viii) He always makes an to his father's ideas because he has the that his father is the wisest person in the world.

a) allusion, illusion b) illusion, elision

c) allusion, elision d) illusion, allusion.

ix) The devastating tsunami has the lives of thousands of people and its can be seen in several countries of the world.

a) effected, affect b) affected, effect

c) effected, affected d) affected, effected.

x) Whether you accept or reject my, I will you.

a) advise, advice b) advice, advise

c) advised, advice d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. Explain the various purposes and uses of business correspondence.
3. Draft an advertisement for a sports shoe that has recently been launched by Adidas that has all the features of comfort, durability and luxury.
4. Write a letter to the Management Committee of Salt Lake Stadium to extend help and cooperation to your club to allow the budding sportsmen from your club to practise on the ground on Sundays.
5. Write short note on circular and notice.

GROUP – C

(Long Answer Type Questions)

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

6. Elucidate the 7 C's of business correspondence.
7. Discuss five modern means of communication.
8. Draft an order subsequent to your telephone conversation with a stationery items supplier for dispatch of particular kind of registers.
9. What according to you can be the motivating factors of a sports person ? How can you motivate a young sportsman who needs to cultivate thorough practice for boosting his career ?
10. "Nutrition, security and appreciation are some of the lacunae that explain the shortfalls of many sports personalities in our country." Discuss.

11. "A good sportsman needs to possess a good personality as well." Do you agree ? Justify your answer.

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