

(i) Printed Pages : 3

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(ii) Questions : 7

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Bachelor of Business Administration 4th Semester

1059

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper—BBA-221

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :— All questions are compulsory. Read the instructions for each question carefully.

SECTION—I

1. Answer any **two** of the following in about 100-120 words each :—

- (a) Draw the character sketch of Ananda.
- (b) What are the techniques used by married women to keep their husbands's friends away from their family ?
- (c) "Bores, as a rule, are bores always." Discuss.
- (d) Certain things are not essential in an essay, but some are really necessary. What are these ? 2½×2=5

2. Answer any **one** of the following in 300-350 words :—

- (a) Discuss the significance of the title "El Dorado".
- (b) Write the substance of E. V. Lucas' essay "Bores". 10

3. Match the following words given under Column A with their respective meanings in Column B :

Column A

Column B

- | | |
|-------------------|--------------|
| (i) Infirmary | (a) Face |
| (ii) Console | (b) Corrupt |
| (iii) Resolutions | (c) Vows |
| (iv) Exclusive | (d) Weakness |
| (v) Countenance | (e) Reserved |
| (vi) Vicious | (f) Comfort |

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SECTION—II

4. Draft a report on the fire accident in the main market of your town.

OR

Write a report, with recommendations, on the parking facilities in your growing company. 10

5. Read the passage carefully and write a precis with suitable heading.

To demonstrate the qualities and uses of a product, and answer questions about it, can clearly add to the reputation of that product and its makers and is, therefore, a public relations tool – where the demonstration takes place at the point of sale – as in a shop or at an exhibition—it may be so strongly linked with salesmanship that its public relations character is lost; but this is a special category.

In the Consumer field, cookery demonstrations are a well tried method used by many food manufacturers. Firms such as Vanderu Berghs, makers of Stork margarine, maintain a team of girl demonstrators available to meet requests from women's organizations, schools and colleges and mobile vans for events such as agricultural shows. Food companies, and others in the domestic field, gain by co-operating with the home service demonstrators employed by the Gas Boards, or with the housecraft advisers of the Electricity Boards. These demonstrators are employed to give regular demonstrations of cookery, washing and other housecrafts with the primary object, of course, of publicizing the gas and electrical appliances. They welcome the opportunity to use new receipts and products; co-operation can normally be arranged on a local basis – which is frequently an advantage. Publicity tie-ups can usually be arranged, for instance with the invitations distributed through the company's retail distributors. 5

6. Write down the format of e-mail.

OR

What are the important elements of Non-Verbal Communication ?

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7. Prepare C.V. for the post of Sales Manager.

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