Roll No. ....

Sub. Code : | 0 | 8 | 7 | 3 |

Exam. Code : | 0 | 0 | 2 | 3 |

B.B.A. 3rd Semester Examination

1127

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper : BBA 201

Time : 3 Hours]   **[Max. Marks : 45**

Note :– (i) Attempt all questions.

(ii) Parts of a question should be attempt together.

Section–A

1. Attempt any *two* questions in **100-200** words each :

(i)   Comment on the appropriateness of the title of

the story "The Model Millionaire". (The Model

Millionaire)

(ii) Why could the shepherd boy sit on the judgement seat and not the king ? (The Judgement Seat of Vikramaditya)

(iii) Eleanor and Suzanne are personifications of greed and jealousy. Explain. (Fur)

(iv) Draw the character sketch of Della in your own words. (The Gift of Magi)   2½×2=5

2. Answer any *one* of the following in around **350** words :

In the story 'The Gift of Magi', the author calls Della and Jim foolish as well as wise. Do you agree ? Why ?

Or

How can Baron Hausberg be called the Model Millionaire ? Explain.   10

NA–121   (2)

3. Read the passage given below and answer the questions that follow :

Happiness is a conditional response of the mind which is totally dependent on the fulfilment of certain desires of the mind. By its very nature, it is related to how one's life had been in the past or how it will be in the future! It is not there at all in the present moment. The ironical and sad fact is that even if some dreams, goals or aspirations are fulfilled, happiness disappears quite quickly as the mind starts chasing new goalposts–a new job, a new house, a bigger car, etc. On the other hand, joyfulness is the unconditional commitment to be happy each moment, to have fun for the moment, despite the problems and challenges of life, no matter how insurmountable

NA–121 (3)

they seem to the mind. It is the promise that the Body makes to the mind to indulge in playfulness moment by moment and thereby give relaxation to it. During these periods of playfulness triggered by a plethora of physical activities like dancing, singing, playing and laughing, physiological and biochemical changes take place within our body that give us a sense of well-being that completely alters a negative outlook towards life and its challenges replacing it with confident positivism moment by moment.

Questions :

(i)   What is happiness ?

(ii) Why does happiness disappear ?

(iii) How is joyfulness defined in the passage ?

(iv) What gives us a sense of well being ?

(v) Give in simple English the meanings of :

    (a) Ironical

    (b) Plethora   5

4. Match the words under 'A' with their meanings under 'B' :

'A'	'B'
(i) Prosaic	(i) Confuse
(ii) Ineffectual	(ii) Collection
(iii) Mammoth	(iii) Ineffective
(iv) Perplex	(iv) Huge
(v) Muster	(v) Dull

5

Section–B

5. Write a letter to the manager of State Bank of India requesting him to sanction you a loan admissible under self-employment scheme.

Or

Write a letter to the Managing Director of a firm elaborating therein your qualification and willingness to join as sales manager in his firm. 5

6. Attempt any *four* of the following :

(i) Write a memo to the head accountant for not submitting the bills despite reminders.

(ii) Draft an advertisement for the sale of a used car.

(iii) Draft a public notice for redressal of telephone complaints.

(iv) Frame a public notice announcing the postponement of the annual general meeting of the shareholders due to unavoidable circumstances.

(v) Draft a tender notice for supply of T-shirts to be worn on the annual sports day of your college.

(vi) Draft an auction notice on behalf of Bank to recover debt.   2½×4=10

7. Write short notes on any *two* of the following :

  (i)   Audio-visual aids

  (ii)   Advantages of e-mail

  (iii)   Barriers of effective listening   2½×2=5