

Exam. Code: 0024

Sub. Code: 0879

1058

B.B.A.-4<sup>th</sup> Semester

BBA-221: English and Business Communication Skills

Time allowed: 3 Hours

Max. Marks: 45

**NOTE:** Attempt all questions. Part of a question should be attempted together.

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**SECTION-A**

I. Attempt any two questions in about 100-120 words each: -

- (a) Who is a bore and what are his main qualities?
- (b) What, according to Stevenson, is secret of true happiness? (El Dorado)
- (c) What are the tricks used by married women to keep their husband's friends away from their family?
- (d) Attempt the brief portrayal of Prakriti-mother relationship. (2×2½)

II. Answer any one of the following in about 300-360 words: -

- (a) What impression of the character of Prakriti do you form in the play 'Chandalika'?
- (b) What, according to Charles Lamb, are the insults heaped on bachelors by married people? (10)

III. Match the following words: -

	Column 'A'	Column 'B'
(i)	Revenue	Change
(ii)	Alter	Shine
(iii)	Infinite	Earning
(iv)	Glimmer	Prayer
(v)	Invocation	Limitless

(5)

**SECTION-B**

IV. Draft a Report by a committee to enquire into the financial deterioration of the company.

OR

Write a report regarding labour unrest problem in your company. (10)

**P.T.O.**

(2)

- V. Make a Precis of the following passage and give a suitable title: -  
A stock exchange is a market for the purchase and sale of shares and securities. Such markets have existed for centuries. They started as regular meetings of people who acted as intermediaries between buyers and sellers of stocks. The stock exchange is, thus, like any market where goods are bought and sold, the only difference being that here money is traded. Prices are determined by laws of supply and demand. Increased supply would result in lower prices for shares. Likewise, for highly profitable blue chip companies, people would be interested in buying their shares. (5)

- VI. Explain the importance of non-verbal communication.

OR

Write a detailed note on PowerPoint Presentation. (5)

- VII. Write a C.V. for the post of Marketing Head.

OR

What are the guidelines for writing Curriculum Vitae? (5)

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