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(i) Printed Pages : 4

Roll No. ....

(ii) Questions : 7

Sub. Code : 

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Exam. Code : 

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B.B.A. 3<sup>rd</sup> Semester

1125

**ENGLISH AND BUSINESS COMMUNICATION SKILLS**

**Paper– BBA–201**

**Time Allowed : Three Hours]**

**[Maximum Marks : 45**

**Note:–** (i) Attempt all questions.

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

**SECTION–A**

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

- (i) Write a note on the friendship between Hughie Erskine and Alan Trevor. (The Model Millionaire).
- (ii) How was the throne of King Vikramaditya discovered ? ('The Judgement Seat of Vikramaditya') ?
- (iii) The writer describes Della and Jim to be 'The Wisest' of all who give gifts to others. Why ? ('The Gift of the Magi').
- (iv) "The cloud has a silver-fox lining." Bring out the significance of this line. ('Fur').  $2\frac{1}{2} \times 2 = 5$

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

Why do you think the shepherd boy could sit on the judgement seat of Vikramaditya whereas the King of Ujjain could not ?

**OR**

Bring out the theme of the story 'Fur'.

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## SECTION-B

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

Men of business are accustomed to quote the maxim that time is money, but it is much more ; the proper use of time is for self-culture, self-improvement and growth of character. An hour wasted daily on trifles or indolence would, if devoted to self-improvement, make an ignorant man wise. Even fifteen minutes a day devoted to self-improvement, will mean a lot by the end of the year. Good thoughts and carefully gathered experiences take up no room and may be carried about with us as our companions everywhere, without cost or a sense of being burdened. An economical use of time is the true mode of securing leisure. It enables us to get through business and carry it forward instead of being driven by it. On the other hand, the miscalculation of time involves us in perpetual hurry, confusion and difficulties. Life then becomes a mere shuffle of expedients usually followed by disaster. Nelson once said, "I owe all success in life to having been always a quarter of an hour before time".

- (i) How is time usually regarded by men of business ?
- (ii) How can time be most properly utilized ?
- (iii) What do we get in return when we use time economically ?
- (iv) What can a mishandling of time lead us into ?
- (v) Give in simple English the meanings of the following :
  - (a) Indolence
  - (b) Accustomed to.

1×5=5



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

- | A                | B              |
|------------------|----------------|
| (i) Reckless     | (i) Thought    |
| (ii) Grave       | (ii) Rash      |
| (iii) Reflection | (iii) Slowly   |
| (iv) Vanish      | (iv) Serious   |
| (v) Gradually    | (v) Disappear. |
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V. Write a letter to the manager of a bank requesting for a loan for your company.

**OR**

Write a letter to your suppliers cancelling an order placed earlier by you.

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VI. Attempt any **four** of the following :

- (i) Draft a Public Notice regarding admissions to a Business Management Programme in a University.
- (ii) Write an advertisement for a new range of cosmetics to be launched soon by your company.
- (iii) Write a memo to an employee for remaining absent from duty without any information to the office.
- (iv) Draft a tender notice for the purchase of Computers for your College.

- (v) Draft an auction notice for the disposal of vehicles by Sports Authority of India, New Delhi.
- (vi) Frame a public notice announcing the time and date of the general Meeting of Shareholders of a Company.

$$2\frac{1}{2} \times 4 = 10$$

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

- (i) Barriers to Good Communication
- (ii) Grapevine and its uses
- (iii) Formal and informal types of Communication.

$$2\frac{1}{2} \times 2 = 5$$