

(i) Printed Pages: 4

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(ii) Questions : 7

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**Bachelor of Business Administration 3rd Semester
(2122)**

**ENGLISH AND BUSINESS COMMUNICATION
SKILLS**

Paper : BBA-201

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—(1) Attempt **all** the parts of a question together.

(2) Write in neat and legible hand.

1. Answer any **two** questions in about **100-120** words each :

(a) What were the qualities that made Hughie Erskine popular with men and women ?

(b) How did Della and Jim react when they found that they could not 'use' their gifts ?

(c) What qualities of head and heart made Vikramaditya a well-loved King ?

(d) What 'sub-story' does Eleanor tell Bertram and with what motive ? 5

2. Write answer to any **one** of the following in **300-350** words each :

(a) Did Jim and Della sell their dearest possessions to no purpose ?

(b) The two women in the story 'fur' are a study in contrast. How do they differ from each other ? 10

3. Read the given passage and answer the questions :

Man has become very busy because he is always after material success. He has no time to stand and stare and think of the real significance of life. The cult of modern civilization is work. Wastage of a single minute is considered a crime. We have forgotten the uses of leisure. That is why modern man is a victim of neurosis, depression and hurry and worry. Today we always think of success. The idea of success is unlimited and so the time devoted to success is infinite. The result is that modern man is always under stress and strain and realise the value of leisure in daily life. He doesn't devote time to self introspection and is always restless. Leisure in life is so important that it gives man time to plan things in clam and quiet manner. In fact aggressiveness and restlessness are the banes of modern civilization. One must know that without proper leisure success has no meaning. According to an American writer the Devil is the busiest creature in the world. The divine in man loses the significance success in life is measured in terms of money. The idea of success has made us selfish without moral and social obligations. The uses of leisure are many. We can devote leisure to humanitarian work. It leads to lasting peace of mind. Money can buy pleasure but not happiness and freedom from anxiety and strain. Leisure spreads sunshine in our lives and those of others. One can use leisure for mental and spiritual

development. Therefore, one must spare some time for higher activities and creative mode of life.

Answer the following questions :

- (1) What is the situation of man in this material world ?
- (2) What is the cult of the modern civilization ?
- (3) What is the result of man's clamouring for success ?
- (4) What is the importance of leisure in life ?
- (5) List three uses of leisure of life. 5

4. Match the words in Column 'A' with their meaning in Column 'B' :

Column 'A'

- (i) Wretched
- (ii) Mound
- (iii) Yearn
- (iv) Frolicsome
- (v) Stroll
- (vi) Muster

Column 'B'

- Collect
- Playful
- Walk
- Want
- Miserable
- Hillock

5

5. Write a letter from a shopkeeper to a customer asking for the settlement of an overdue account.

OR

Write a letter to a Business House complaining against the incivility of an employee. 5

6. Draft any **four** of the following :

- (a) Write a memo to the Office Manager informing him of the purchase of the office chairs.
 - (b) Draft a Public Notice for a Free Vaccination Camp.
 - (c) Draft an auction notice for the sale of a plot of land.
 - (d) Draft a Tender Notice regarding construction of Boys Hostel in your college.
 - (e) Draft an advertisement for a newly launched car by your company.
- 10

7. Attempt any **two** of the following :

- (a) Write a note on the need and importance of business communication.
 - (b) What do you understand by grapevine ?
 - (c) Explain horizontal and vertical communication.
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