

(i) Printed Pages: 4

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(ii) Questions : 7 Sub. Code : 

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**Bachelor of Business Administration 3<sup>rd</sup> Semester**  
**(2124)**

**ENGLISH AND BUSINESS COMMUNICATION SKILLS**

**Paper — BBA 201**

**Time Allowed : Three Hours] [Maximum Marks : 45**

**Note :—**(1) Attempt **ALL** questions.

(2) Write in a neat and legible hand.

**SECTION—I**

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

- (a) What were the qualities that made Hughie Erskine popular with men and women ?
- (b) What was Della's reaction to Jim's gift for her ?
- (c) How was the King prevented again and again from taking Vikramaditya's seat ?
- (d) What 'sub-story' does Eleanor tell Bertram and with what motive ? 5

2. Answer any **ONE** question in **300-350** words :

- (a) The two women in the story 'Fur' are a study in contrast. How do they differ from each other ?
- (b) Why could a shepherd boy sit on the judgement seat and not the King ? 10

3. Read the following passage and answer the questions given at the end :

Both the scientific community and the general public have been increasingly concerned in recent years about the possibility that irreversible changes may be taking place in the natural environment, especially in regard to climate change. Is there any scientific basis for such concern about our climate in a period when scientific and technological progress seems to be making mankind less constrained by the natural environment and, in particular, less vulnerable to unexpected climate events ? The construction industry, once highly seasonal, is now active all the year round. We can reclaim deserts for agriculture and can apply urban technology so as to create large and comfortable communities in the Arctic. Despite these and other developments, however, our contemporary way of life requires much more careful and detailed understanding of and adjustment to climate and the other elements of the natural environment if a reasonable balance is to be achieved.

The present scale of human activity, as measured both by its size (the magnitude of construction, the fraction of the earth's surface transformed, the amount of mineral resources extracted, the quantity of energy that is developed and utilized, the effects of human activities on the composition of the atmosphere and hydrosphere) and by the duration over which it has become comparable with naturally occurring phenomena. Nowadays, we cannot consider the planet on which we live as an infinitely resilient environment, nor can we consider its resources inexhaustible. Moreover, many of our actions, such as construction or land reclamation, are deliberately



intended to last for long periods of time. In such circumstances any mistakes that we make in our assessment of the present and future states of both the natural and the transformed environments (for example, in our estimates of mineral resources, average and extreme values of river discharge, precipitation, sea-level etc.) are likely to lead to very large cumulative errors.

**Questions :**

- (1) What have the general public and the scientific community been concerned about in recent years ?
  - (2) What is the requirement of the contemporary way of life ?
  - (3) What kind of human activity is mentioned in the beginning of the second paragraph ?
  - (4) Mention two misconceptions that we have about our planet.
  - (5) What would lead to large cumulative errors ? 5
4. Match the words under Column A with their meanings under Column B :

**Column A**

Gradually

Pasture

Mammoth

Perplexing

Whim

Prosaic

**Column B**

Fancy

Huge

Dull

Slowly

Meadow

Confusing

5

## SECTION—II

5. Write a letter of complaint to a company regarding defective consumer goods received by you.

**OR**

Write a letter to an electronics firm reminding them regarding the placement of order. 5

6. Attempt any **FOUR** of the following :

- (a) Draft a memo by General Manager to Sales Officer for a customer's complaint.
- (b) Draft a Public Notice regarding the Annual Convocation of a college.
- (c) Draft a Tender Notice for the contract of your college canteen.
- (d) Draft an Auction Notice for the sale of a Three Star Hotel.
- (e) Draft an Advertisement for the admission to various professional courses being run for girls at an institute. 10

7. Attempt any **TWO** :

- (a) What is Grapevine Communication ? Discuss its merits and demerits.
- (b) Explain the barriers to effective listening in communication.
- (c) What are the objectives of Business Communication ?

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