

2021

B.B.A.-3rd Semester

BBA-201: English & Business Communication Skills

Time allowed: 3 Hours

Max. Marks: 45

NOTE: Write legibly. Attempt all the parts of the question at one place.

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SECTION-A

- I. Attempt any two of the following in 100-120 words each: -
- (a) What was Della's gift for Jim? How did she manage to purchase that gift?
(The Gift of the Magi)
 - (b) What is the theme of the story "Fur"?
 - (c) How is Hughie Erskine's generosity rewarded in the story "The Model Millionaire"?
 - (d) How was the boy's conduct when he was on the seat different from his normal behavior? (The Judgement seat of Vikramaditya) (2½×2)

- II. Answer any one of the following in 300-350 words: -

What is the theme of the story "The Gift of the Magi" by O. Henry?

Or

Attempt a character sketch of Hughie Erskine.

(10)

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

Ocean water plays an indispensable role in supporting life. The great ocean basins holds about 300 millions cubic miles of water. From this vast amount, about 80,000 cubic miles of water are sucked into atmosphere each year by evaporation and returned by precipitation and drainage to ocean. More than 24,000 cubic miles of rain descend annually upon the continents. This vast amount is required to replenish the lakes and streams, springs and water tables on which all flora and fauna are dependent. Thus, the hydrosphere permits organic existence.

Contd.....P/2

(2)

The hydrosphere has strange characteristics because water has properties unlike those of any other liquid. One anomaly is that water upon freezing expands about 9 percent, whereas most liquids contract on cooling. For this reason, ice floats on water bodies instead of sinking to the bottom. If the ice sank, the hydrosphere would soon be frozen solidly, except for a thin layer of surface-melt water during the summer season. Thus all aquatic life would be destroyed and the of warm and cold currents, which moderates climate would be notably absent.

Another outstanding characteristic of water is that water has a heat capacity which is the highest of all liquids and solids except ammonia. In addition, water dissolves more substances than any other liquid. It is this characteristic which helps make oceans a great storehouse for minerals which have been washed down from the continents.

Questions: -

- (a) How does ocean water help in supporting life?
- (b) What permits organic existence?
- (c) How does water differ from other liquids when frozen?
- (d) What would happen if ice sank?
- (e) What is the unique characteristics of water with regard to heat capacity?
- (f) Find a synonym in the passage for: -
 - (i) Absolutely necessary or required
 - (ii) A depositing of rain, snow etc. (5)

IV. Match the words Under-A with their meanings Under-B:-

- | A | B | |
|----------------|-----------|-----|
| (i) Reckless | Hillock | |
| (ii) Vestibule | Idea | |
| (iii) Cascade | Rash | |
| (iv) Mound | Porch | |
| (v) Conception | Waterfall | (5) |

(3)

SECTION-B

V. Write a letter to a firm requesting for an extension in the period of delivery.

Or

You had placed an order with a firm, but the articles supplied to you are inferior to those ordered by you. Write a letter to the party concerned complaining about it. (5)

VI. Attempt any four of the following: -

- (a) Write a memo to the head accountant for not submitting the bills on time.
- (b) Draft a public notice for redressal of telephone complaints.
- (c) Draft an auction notice for the disposal of old answer books on behalf of the registrar of a university.
- (d) Draft a tender notice for improvement and raising a stretch of road.
- (e) Draft a public notice for a free vaccination camp.
- (f) Draft an advertisement for a health tonic. (2½×4)

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

- (a) Upward and downward communication
- (b) Role of feedback in communication
- (c) Grapevine (2½×2)

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