

2012

Bachelor of Business Administration

Third Semester

BBA-201: English and Business Communication Skills

Time allowed: 3 Hours

Max. Marks: 45

**NOTE:** Attempt all questions. Attempt all the parts of a question together. Write in neat and legible hand

x-x-x

**Section – A**

- I. Answer any two question in about 100 - 200 words each:-
- Why does Della count her money again and again? Does this action reflect the state of her mind?
  - Why did Alan Trevor like Hughie?
  - What qualities of head and heart made Vikramaditya a well loved king?
  - What 'sub-story' does Eleanor tell Bertram and with what motive? (5)
- II. Answer any one of the following in 300 - 350 words:-
- The two women in the story 'Fur' are a study in contrast. How do they differ from each other?
  - Did Jim and Della sell their dearest possessions to no purpose? (10)
- III. 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 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 any 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 attain success is infinite. The result is that modern man is always under stress and strain, not realizing the value of leusire 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 calm and quite manner.

Contd.....P/2

(2)

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 creatures in the world. The divine in man loses its 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 the 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 create mode of life.

Questions:-

- a) What is the situation of man in this material world?
- b) What is the cult of the modern civilization?
- c) What is the result of man's clamouring for success?
- d) What is the importance of leisure in life?
- e) List three uses of leisure in life.

(5)

IV. Match the words in Column - A with their meaning in Column - B.

<u>Column - A</u>	<u>Column - B</u>
a) Acknowledge	search
b) Parsimony	line
c) Countenance	unclear
d) Explore	admit
e) Array	face
f) Vague	miserliness

(5)

(3)

**Section – B**

- V. You are unable to execute an order by due date. Write a letter to your customer expression regrets and explaining why delay is unavoidable. Ask for extension of seven days time.

OR

Write a letter to a bank for a loan for your business concern. (5)

- VI. Draft any four of the following:-

- a) Write a memo to the head accountant for not submitting the bills on time.
- b) Draft a tender notice for improvement and raising of a stretch of road.
- c) Draft an auction notice for the sale of a plot of land.
- d) Draft a public notice for a free vaccination camp
- e) Draft a advertisement for a special sale of foot wears. (4x2½)

- VII. Attempt the following:-

- a) Objectives of communication
- b) Upward and downward communication. (5)

X-X-X