

(i) Printed Pages: 3

Roll No.

(ii) Questions : 7

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester

(2042)

ENGLISH & BUSINESS COMMUNICATION SKILLS

Paper—BBA-221

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :— Attempt all questions.

SECTION—A

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

(i) What state of mind is Prakriti in at the end ? How does she arrive at this state ? (Chandalika)

(ii) What, according to Lamb, is the impact of marriage on old friendship ?

(A Bachelor's Complaint of the Behaviour of Married People)

(iii) What makes us spiritually rich ? Why is spiritual richness more desirable than our worldly possessions ?

(El Dorado)

(iv) Who is a true bore according to the author ? What does a true bore think of himself ? (Bores)

5

2. Write answer to any *one* of the following in **300-350** words :
- (i) "The message of 'Chandalika' is that the value of a human being resides in a loving heart and in caste." Discuss.
- (ii) What, according to Stevenson, is the secret of true happiness ? 10
3. Match the words in Column 'A' with their meaning in Column 'B' :

Column A	Column B	
Endure	Openness	
Reckless	Face	
Countenance	Waste	
Squander	Rash	
Certitude	Bear	
Candour	Confidence	5

SECTION—B

4. Draft a report to the Branch Manager telling him about the increase in the production and suggest the ways to keep it up.

OR

Write a report to the senior manager about the need of the extensive advertising campaign for the sale of the products of your company. 10

5. Make a precis of the following passage in about one-third of its length and suggest a suitable title :

No economy can grow if certain home truths are ignored. The facts are indeed bitter. In the first place, we have to be clear about our priorities. Second, we have to evolve a very business-like attitude to economy management. Third, we need to go the whole hog for the development of the infrastructure in key areas like roads, communication and power. Without the proper growth of the infrastructure a new edifice of the economy can be neither built nor sustained. Fourth, areas of investment for Swadeshi and foreign investors have to be clearly demarcated. Fifth, it is essential that the existing unproductive administrative system is overhauled so that the nation's resources and energy are diverted towards essential growth areas. Sixth, in our zest for globalisation and the pampering of the urban rich, it will be suicidal to ignore the basic needs of the rural people such as drinking water, road networks, literacy and medical care. Seventh, equally vital is the need for an all-out war against the baby boom. 5

6. Attempt any **two** of the following :
- (i) What is the difference between video conferencing and tele conferencing ?
 - (ii) What are the different forms of non-verbal communication ?
 - (iii) Write a detailed note on PowerPoint presentation. 5
7. Prepare a curriculum vitae for the post of English Language Instructor.

OR

Prepare a curriculum vitae for the post of Marketing Head. 5