

Total No. of Questions : 7]
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B.B.A. IIIrd Semester (0023) Examination

0873

**ENGLISH & BUSINESS
COMMUNICATION SKILLS**

Paper : BBA 201

Time : 3 Hours]

[Maximum Marks : 45

Note :- Attempt all questions.

Section-A

1. Attempt any *two* of the following **100-120** words :

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

(b) What is the significance of the comment ?
'Such beggars as he are not to be met everyday.
Does it give a clue to the course of this short-story' ?
(The Model Millionaire)

(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 ? (FUR).

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A-100

(1)

Turn Over

2. Answer in about **350** words :

Narrate the sequence of events in the story 'The Judgement Seat of Vikramaditya' in your own words.

Or

Comment on the statement, 'Millionaire models are rare enough, but, by Jove, model Millionaires are rares still'.

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3. Read the passage and answer the questions given below :

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It is human to err. If you make a mistake, have the moral courage to immediately acknowledge your error, make amendments and set everything right. Mistakes can do little harm if they are acknowledged without delay and corrected before they have had the time to cause any damage. Let them remain unattended and they may do untold harm to the task in hand and your reputation. Contrary to general belief, no body despises a person who has the moral courage to admit that he is in the wrong and is immediately prepared to rectify the mistake.

However most of us do not like to admit our mistakes. We feel belittled even at the thought of being ridiculed or losing our force if we have to accept

that we have made a mistake. Infact, in an attempt to cover up our mistakes, we end of making a fool of ourselves and become desperate liars.

Questions :

- (i) What should we do if we make a mistake ?
- (ii) What harm is done if a mistake is not corrected ?
- (iii) Who is not despised by others ?
- (iv) When does one become a desperate liar ?
- (v) Use in your own sentences :

belittle, acknowledge.

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4. Match any *five* of the following :

- | | |
|--------------|---------|
| (i) glum | think |
| (ii) cobbled | eager |
| (iii) essay | sad |
| (iv) ponder | tactful |
| (v) ardent | try |

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Section-B

5. Write a letter to an Insurance Company for compensation for the loss caused to your factory unit and its stock due to fire.

Or

Write a letter to XEN (electricity) of your area complaining against frequent unannounced power cuts.

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6. Attempt any *four* of the following :

- (a) Draft a tender notice for the purchase of laser printers.
- (b) Write a memo to the Managing Director of your company informing him about pending payments of some dealers.
- (c) Draft a notice for renting out a floor of a commercial building.
- (d) Draft a notice for the auction of old four wheelers in the office of the Inspector General, B.S.F. Hqr. Udhampur.
- (e) Prepare your CV assuming that you are applying for the post of a production Manager in a company.
- (f) Prepare an advertisement for the sale of computers.

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7. Write notes on any *two* of the following :

- (a) Advantages of e-Business.
- (b) What are the barriers of Communication ?
- (c) Advantages of e-Mails.

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