

(i) Printed Pages: 4

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(ii) Questions : 7

Sub. Code : 

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Exam. Code : 

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

(1129)

**ENGLISH & BUSINESS COMMUNICATION SKILLS**

**Paper—BBA 201**

**Time Allowed : Three Hours]**

**[Maximum Marks : 45**

**Note :—** (1) Write legibly.

(2) Attempt all parts of a question at one place.

**SECTION—I**

1. Attempt any *two* questions in **100—120** words each :

(i) What 'sub-story' does Eleanor tell Bertram and with what motive ? (Fur)

(ii) What were the qualities that made Hughie Erskine popular with men and women ?

(The Model Millionaire)

(iii) What were the Youngs' proud possessions ? How does the narrator of the story highlight their significance ?

(The Gift of the Magi)

(iv) Why is the cow a special animal for many Indians ?

(The Judgement-Seat of Vikramaditya)

$2\frac{1}{2} \times 2 = 5$

2. Answer any *one* of the following in **300—350** words :

Comment on the significance of the title of the story 'The Gift of the Magi'.

**OR**

Comment on the statement, "Millionaire models are rare enough; but, by gone, model millionaires are rarer still".

10

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

The Great Wall of China is said to be the one structure built by man on earth which would be visible to observers on the moon. It covers a distance of 1,500 miles as the crow flies. From the Liotung Peninsula westward to the last fortress in central Asia, it crosses the northern provinces of China. But its actual course, twisting and turning, sweeping across deep valleys, covers over 2,000 miles.

In the eastern section its height varies from 15 to 13 feet, and its width from about 25 feet at the bottom to 15 feet at the top, where there is a pathway wide enough for six horsemen to ride side by side protected by parapets. When the wall was first built it has about 25,000 towers, each 40 feet square and 40 feet high projecting from it every few hundred yards with holes from which the defenders could shoot at attackers. Thousands of these towers are still standing. There are also many watch-towers on the enemy side outside the wall on hilltops or passes. These and the towers of the wall were used for signalling with smoke or

flags by day and with fire by night. The approach of invaders could be reported at once, and reinforcements sent to any part of the frontier.

The great Emperor Shih Huang Ti joined three earlier frontier walls to form a Great Wall which was to act as a boundary between China and the north, and keep out the feared nomads of the Mongolian Steppes. The wall was designed to strengthen the nation's defences; it was not then, as it later became in Ming times, a substitute for a strong army and State.

**Questions :**

- (1) Suggest roughly how wide the pathway on top of the Great Wall of China is.
- (2) What is unique about the Great Wall ?
- (3) What did Emperor Shih Hung Ti do about the wall ?
- (4) In Ming times, what did the Wall become ?
- (5) How far did the Wall extend ?
- (6) Find one word in the passage that is a synonym for :
  - (a) walls or banks used to screen troops from frontal enemy fire.
  - (b) those who enter forcibly or hostilely. 5

4. Match the words under A with their meanings under B :

A	B
(i) Solicitude	Serious
(ii) Grave	Huge
(iii) Buoyant	Tactful
(iv) Colossal	Light-hearted
(v) Discreet	Concern

5



## SECTION—II

5. Write a letter to the firm complaining against defective packing of the goods.

OR

Write a letter to a publisher placing an order for your course books. 5

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

- (i) Draft a tender notice for supply of stationery items to an office.
- (ii) Write a memo by a Managing Director to an employee asking an explanation for negligence in performing duty.
- (iii) Frame a public notice for a blood donation camp being organised by your club.
- (iv) Draft a public notice to your club members announcing an increase in the membership fee. Give adequate reasons.
- (v) Draft an advertisement for a new electric steamer.
- (vi) Draft an auction notice for the sale of old newspapers by the college library.  $2\frac{1}{2} \times 4 = 10$

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

- (i) Objectives of business communication
- (ii) Importance of feedback
- (iii) Elements of communication.  $2\frac{1}{2} \times 2 = 5$