

(i) Printed Pages : 4

Roll No.

(ii) Questions : 7

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Bachelor of Business Administration 3rd Semester

(2123)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper : BBA-201

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—(1) Attempt all the parts of a question together.

(2) Write in neat and legible hand.

SECTION—A

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

- (a) Why does Hughie call painters 'a heartless lot' ? Is he right in his assessment ?
- (b) How did Della and Jim react when they found that they cannot 'use' their gifts ?
- (c) What qualities of head and heart made Vikramaditya a well-loved King ?
- (d) What 'sub-story' does Eleanor tell Bertram and with what motive ?

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2. Write answer to any **one** of the following in **300-350** words :-
- (a) Why could the shepherd boy sit on the judgement seat and not the king ?
 - (b) Comment on the statement, 'Millionaire models are rare enough, but, by Jove, model millionaires are rarer still.' 10
3. Read the given passage and answer the questions :-

Religion can be defined as a system of beliefs and practices by means of which a group of people struggle with the ultimate problems of human life. It is the refusal to capitulate to death, to give up in the face of frustration and allow hostility to tear apart one's human associations. All men experience these unending difficulties to some degree. For some persons, however, they stand out as the most significant experiences of life. These individuals are impelled to try to discover some meaning in what seems to be senseless suffering, some find a road to salvation through the obstacles of human life. The beliefs and rites that make up a religion are the expressions of those who have felt the problems most intensively, who have been most acutely sensitive to the tragedies of death, powered by the strength of their feelings, such religious innovations have created 'solutions' that frequently have burst the bonds of man's sense and of nature, that have brought their adherents some relief. Thus religions are built to carry the 'peak load' of human emotional need.

Defined in this way, religion is and seems likely to remain an inevitable part of human life. Although the ways of struggling with these ultimate problems are enormously diverse, and seem

destined for continuous change, the problems themselves are universal. A society that did not furnish its members with beliefs and practices that sought to deal with an enormous burden of tragedy unalloyed with hostility unrestrained could not flourish, if need, it could survive at all.

Answer the following questions :-

- (a) How can religion be defined ?
- (b) What, according to the writer, is 'experience' as it is understood by some ?
- (c) What are the religious 'solutions' made in order to overcome the human problems ?
- (d) Why are religions built ?
- (e) What are religious beliefs and rites called innovations in the paragraph ?

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4. Match the words in Column 'A' with their meaning in Column 'B' :-

Column A	Column B
(i) accomplishment	angrily
(ii) mammoth	dusk
(iii) Wretched	Joyful
(iv) Twilight	immense
(v) Sulkily	skill
(vi) Ecstatic	immense

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SECTION—B

5. Write a letter to a firm complaining against defective packing.

OR

Write a letter to the sales manager of a leading cosmetic company criticising their advertisements as indecent and suggesting some modifications if possible. 5

6. Draft any **four** of the following :-

- (a) Write a memo by a Managing Director to an employee asking an explanation for negligence in performing duty.
- (b) Draft an Auction Notice for the disposal of old answer books on behalf of the Registrar of a University.
- (c) Draft a Tender Notice for the supply of provisions to a jail with a capacity of 200 prisoners.
- (d) Draft a Public Notice for a free vaccination camp.
- (e) Draft an advertisement for Desert Room Coolers, Water-Coolers and Fans. 10

7. Attempt any **two** of the following :-

- (a) Define Grapevine communication and its advantages.
- (b) Explain upward and downward communication.
- (c) Discuss the objectives of communication. 5