

(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
(2053)

ENGLISH & BUSINESS COMMUNICATION SKILLS

Paper : BBA-221

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—Attempt all parts of a question together.

UNIT—I

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

- (a) Describe Prakriti's first meeting with Ananda. What is its significance ? ('Chandalika')
- (b) What does Lamb threaten to do if the married people do not mend their ways ? ('A Bachelor's Complaint')
- (c) How is the journey more important than the final destination ? ('El Dorado')
- (d) Who is a true bore ? ('Bores') 5

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

Bring out the theme of the essay, 'El Dorado'.

OR

What are the tricks used by married women to make their husbands think less of their friends ? 10

3. Match the following words :

Column-A

Column-B

Imitate

Holy

Sacred

Mix

Reflect

Useless

Infinite

Think

Vain

Copy

Mingle

Unlimited

5

UNIT—II

4. Draft a report on the feasibility of setting up a new petrol pump on a highway.

OR

Write a report on labour unrest in a factory.

10

5. Make a precis of the following passage and give a suitable title :

The great defect of our civilization is that it does not know what to do with its knowledge. Science, as we have seen, has given us powers fit for the gods, yet we use them like small children. For example, we do not know how to manage our machines. Machines, as I have already explained, were made to be man's servants; yet he has grown so dependent on them that they are in a fair way to become his masters. The machines themselves, and the power which the machines have given us are not civilization

but aids to civilization. There is nothing particularly civilized in getting into a train. But you will remember that we agreed at the beginning that being civilized meant making and liking beautiful things, thinking freely, and living rightly and maintaining justice equally between man and man. Man has a better chance today to do these things than he ever had before; he has more time, more energy less fear and less to fight against. If he will have this time and energy which his machines have won for him to making more beautiful things, to finding out more and more about the universe, to removing the causes of quarrels between nations, to discovering how to prevent poverty, then I think our civilization would undoubtedly be the greatest as it would be the most lasting that there has ever been. 5

6. Discuss the advantages and disadvantages of Email as a means of business communication.

OR

Write a note on the importance of Listening as a tool of communication. 5

7. Prepare a curriculum vitae for the post of Public Relations Officer in a company.

OR

Prepare a curriculum vitae for the post of a Marketing Executive in a company. 5