

Code : 302206

BBA 2nd Semester Exam., 2014

BUSINESS ENGLISH

Time : 3 hours

Full Marks : 60

Instructions :

- (i) All questions carry equal marks.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer/Choose the correct option/Fill in the blanks (any six) :

(a) The art of beautiful writing is

- (i) telegraphy
- (ii) calligraphy
- (iii) oligraphy
- (iv) None of the above

(b) The science of colours is

- (i) colour syndrome
- (ii) chromatics
- (iii) Both of the above
- (iv) None of the above

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(Turn Over)

(2)

(c) The person who studies the science and origin of words is called

- (i) etymologist
- (ii) word master
- (iii) oncologist
- (iv) None of the above

(d) Panacea is

- (i) root of all diseases
- (ii) cure of all diseases
- (iii) an antibiotic
- (iv) None of the above

(e) 'Breathe down somebody's neck' is a phrase which means

- (i) to stay close to someone, watching everything they do
- (ii) to be enemy of
- (iii) hard to be tolerated
- (iv) None of the above

(f) The phrase 'rest on your laurels' means

- (i) to be satisfied with your achievement and make no effort to improve
- (ii) to be ahead of others
- (iii) to get through a difficult task
- (iv) None of the above

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(Continued)

(3)

- (g) If a person has a 'gift of the gab', it means he has the ability to
- (i) sing well
 - (ii) dance well
 - (iii) draw well
 - (iv) speak well
- (h) Use 'accede' and 'exceed' in sentences to make their meaning clear.
- (i) The words 'assent' and 'ascent' mean — and —.
- (j) An inappropriate style of expression can lead to
- (i) miscommunication
 - (ii) effective communication
 - (iii) business communication
 - (iv) None of the above

2. Write short notes on (any three) :

- (a) Impromptu speech
- (b) E-mail
- (c) Business etiquettes
- (d) Minutes
- (e) Claim letter

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(Turn Over)

(4)

3. Give an analysis of the book *Who moved my cheese*.
4. Discuss at length skills relevant for making an effective presentation.
5. Good paragraphs have unity, coherence and logical sequence. Elucidate.
6. What are tables? When are tables relevant?
7. As the president of the students' union of your institution, prepare a proposal or the setting of a cultural centre in the campus. The proposal is to be written in the form of a letter and submitted to the Dean, Student Welfare Division.

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