

BBA 2nd Semester Exam., 2015

BUSINESS ENGLISH

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Give one word for the following (any six) : $2 \times 6 = 12$

- (a) The whole mass of air surrounding the earth
- (b) One who is not sure of the existence of God
- (c) A medicine which prevents infection by killing germs
- (d) One who does something not professionally but for pleasure
- (e) A statement open to more than one interpretation

- (f) To give one's authority to another
- (g) Study of the relation of living things to environment
- (h) The action of looking within or into one's own mind
- (i) One incapable of being tired
- (j) A letter, poem, etc., whose author is unknown

2. Answer the following (any three) : $4 \times 3 = 12$

- (a) What is the importance of a business letter?
- (b) What is a sales letter? What is it written for?
- (c) Elaborate on the methods of reading.
- (d) Discuss on the principles of business correspondence.
- (e) Differentiate between agenda, memo and notice.

Answer any three of the following : $12 \times 3 = 36$

3. Electronic waste is a major problem in most of the countries since it has become a major cause for different diseases. Write an essay not exceeding 300 words on health effects of electronic waste.

4. Read the passage and answer the questions that follow :

The sun is the most direct source of energy. It powers the flow of wind and water cycles and sustains all life. Plants use this energy to synthesise carbohydrates from simple substances like carbon dioxide and water. All the food is derived from the process of photosynthesis. In fact, the energy by which all the animals and human beings live is generated by the oxidation of the food produced by the plants.

The sun contains in its core hydrogen nuclei moving at very great speeds. Whenever these nuclei collide and fuse to form a nucleus of a heavier element, it results in nuclear reactions. These reactions generate tremendous amount of energy. It is this energy that powers the sun.

The sun emits light of different wavelengths. If sunlight is passed through a prism, each of these wavelengths is refracted by a different amount. Violet has the shortest wavelength, and red has the longest. The wave of green is midway between that of violet and red. Light with wavelength shorter than that of violet is called ultraviolet light. Light with wavelength longer than that of red light is called infrared light. About one third of the light from the sun is infrared.

We know that nuclear reactions that go in the interior of the sun liberate a large amount of energy. Nuclei of deuterium, which is the heavier isotope of hydrogen, collide in the sun's interior to produce helium. The energy liberated in these reactions fires the sun, which in turn emits lights of different wavelengths. Of these wavelengths, it is the infrared wavelengths that heat up the earth. The reaction in which the hydrogen in the sun is converted into helium is called a fusion reaction.

- (a) What is a fusion reaction?
 (b) What is the central idea of the passage?
 (c) What is the main idea of the first paragraph?
 (d) What is photosynthesis?
 (e) What is the main idea of the last paragraph?
5. Draft a letter inviting quotations for computer peripherals required by your organization. Invent the necessary details regarding their size and colour.
6. Discuss on the structure and layout of a business letter.
7. What are the 7c's of communication? Elaborate.