

Code : 302206

BBA 2nd Semester Exam., 2019

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. Choose the correct answer of the following
(any six) : 2×6=12

- (a) Which of the following is/are non-verbal communication?
 - (i) Facial expression
 - (ii) Appearance
 - (iii) Posture
 - (iv) All of the above

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(Turn Over)

(b) The handshake that conveys confidence is

- (i) limp
- (ii) firm
- (iii) loose
- (iv) double

(c) The communication is the task of imparting

- (i) training
- (ii) information
- (iii) knowledge
- (iv) message

(d) The whole concept of achieving success begins with how you

- (i) behave
- (ii) think
- (iii) work
- (iv) All of the above

(e) The trump card during _____ should be brought out at the crucial moment.

- (i) interview
- (ii) negotiation
- (iii) training
- (iv) purchasing

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- (f) Which of the following are the permanent records for business?
- (i) Business letters
 - (ii) Ledgers
 - (iii) Production reports
 - (iv) All of the above
- (g) The body of a letter is divided into _____ parts.
- (i) 1
 - (ii) 2
 - (iii) 3
 - (iv) 4
- (h) As per Newman and Summer, communication is the exchange of
- (i) facts
 - (ii) opinion
 - (iii) emotions
 - (iv) All of the above
- (i) The _____ body of the presentation should be broken into short and clear units.
- (i) main
 - (ii) middle
 - (iii) upper
 - (iv) lower

2. Answer any *three* short answer-type questions of the following : 4 × 3 = 12

- (a) Explain the following words and make up sentences with either of them :
- (i) to mind one's own business
 - (ii) bad business
 - (iii) dirty business
- (b) Write briefly what is known as situational conversation.
- (c) Explain dialogue.
- (d) Explain the types of letters.
- (e) Explain telephone etiquette.

Answer any *three* long answer-type questions of the following : 12 × 3 = 36

3. What is meant by reporting letter? Explain briefly. <https://www.akubihar.com>
4. Explain what is known as précis writing.
5. Explain how you write a resignation letter.
6. Discuss expository and argumentative compositions.
7. What are the techniques of argument? Explain the types of conversation.
