

CS/BBA (H)/BIRM/BSCM/Odd/Sem-1st/BBA-101/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,
WEST BENGAL**

BBA-101

ENGLISH-I

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.
The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
All symbols are of usual significance.*

**GROUP A
(Multiple Choice Type Questions)**

1. Answer *All* questions. 10×1 = 10
- (i) The meaning of the word 'inimical' is closest to
(A) callous (B) hostile (C) obscure (D) intelligent
- (ii) Choose the closest meaning of the word 'Procrastinate'
(A) differ (B) defer (C) observe (D) infer
- (iii) The teacher was collecting information ----- the University
(A) are (B) as (C) of (D) on
- (iv) Why do you make such ----- demands on my time?
(A) continuous (B) continual
(C) communication (D) comparative
- (v) While retaining the name of West Indies as it is, the name of East Indies has passed into *oblivion*. The nearest in meaning of the italicised word is
(A) a state of joyfulness (B) a historical state
(C) a state of forgetfulness (D) a state of remembrance

CS/BBA (H)/BIRM/BSCM/Odd/Sem-1st/BBA-101/2015-16

- (vi) He is the Government's chief *trouble-shooter*. The italicised word means
(A) a person who creates troubles
(B) a person who solves troubles
(C) a person who shoots with a troubled gun
(D) a person who commits suicide while in trouble
- (vii) Grapevine is a ----- kind of communication
(A) formal (B) informal (C) managerial (D) common
- (viii) The word *candid* means
(A) frank (B) happy (C) angry (D) none of these
- (ix) The antonym of fragile is
(A) solid (B) soft (C) delicate (D) none of these
- (x) Repeated attacks on his works have rendered the author *immune* to criticisms
(A) Disturbing (B) Insensitive (C) Exempt (D) Hostile

GROUP B

(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Fill in the blanks with the correct verb forms:

½ × 10 = 5

Ford _____ (be) among the most successful motor companies in the world. Today its cars _____ (range) from the practical and the sporty to the luxurious. But it is for mass production and for _____ (make) the car affordable to everyone that its founder, Henry Ford, is best remembered. Ford _____ (born) in 1863 on a farm in Michigan. He _____ (hate) farm work and _____ (do) everything he could to avoid it. He was not lazy but his interest _____ (lie) in mechanics. He would set to work eagerly if he _____ (give) a mechanical job. When he was twelve, he _____ (become) almost obsessively interested in clocks and watches. Soon, he _____ (repair) them for friends.

3. Make sentences with the following:

5 × 1 = 5

(i) blow over (ii) tell upon (iii) bad blood (iv) chicken-hearted (v) hue and cry

CS/BBA (H)/BIRM/BSCM/Odd/Sem-1st/BBA-101/2015-16

4. Spot the errors in the following sentences and rewrite them correctly: 5 × 1 = 5
I don't have any access for the books of the Central Library.
One of my good friend is both an artist and physician of repute.
Everybody love to watch the show.
He himself has did this.
She had two childs whom she had brought up with great care.
5. Insert appropriate articles and prepositions where necessary: 5 × 1 = 5
(a) On 26th January we went for ---- picnic to Kalyani by bus. We reached Kalyani in half ---- hour.
(b) Raman is one of ----- best players of our club.
(c) I shall abide ---- your decision.
(d) Wild animals abound ----- Indian forests.
6. Express in one word: 5 × 1 = 5
(a) A place where birds are kept
(b) Scientific study of birds
(c) One who does not believe in God
(d) A group of fish
(e) Murder or murderer of a king

GROUP C
(Long Answer Type Questions)

Answer any *three* questions. 3×15 = 45

7. Write a letter to a tourist agency whose newspaper advertisements you have seen, asking for their advice and assistance in arranging a trip to Delhi and Agra for 30 employees of your company. Invent all the necessary details.
8. Read the given passage and answer the question that follow:
The Government of India's policy regarding the joint sector is derived from the Industrial Policy Resolution, 1956 and the objective of reducing the concentration of economic power. In appropriate cases the Central and State governments have taken equity participation either directly or through their co-operation with private parties. Some joint sector units have come up in this way.

CS/BBA (H)/BIRM/BSCM/Odd/Sem-1st/BBA-101/2015-16

This type of joint sector unit is a device which may be resorted to in specific cases having regard to the production targets of the plan. Each proposal for establishing a joint sector unit of this nature will have to be judged and decided on its merits in the light of the government's social and economic objectives. The joint sector will also be a promotional instrument, as for instance, in cases where state governments go into partnerships with new and medium entrepreneurs in order to guide them in developing a priority industry.

The joint sector will not be permitted to be used for the entry of larger houses, dominant undertakings and foreign companies in industries in which they are otherwise precluded on their own. In all the different kinds of joint sector units, the government will ensure for itself an effective role in guiding policies, management and operations, the actual pattern and mode being decided as appropriate in each case.

The government hopes that there will be greater certainty in the investment climate and all sections of the community will come forward to play their due role in the promotion of growth with self-reliance within the accepted framework of a socialist pattern of society.

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| (a) | What are joint sector units? | 3 |
| (b) | What is the objective of setting up industries in the joint sector? | 3 |
| (c) | How will the government exercise control over such units? | 3 |
| (d) | Why will large business houses not be permitted to enter this sector? | 3 |
| (e) | How will the government's policy lead to more certain and better investment climate? | 3 |
9. Write an essay in not more than 300 words on any one of the following topics:
- (i) Should not wearing seat-belts be illegal?
 - (ii) Net Banking – pros and cons
 - (iii) Ragging- a necessary evil?
10. Write a letter to Flipkart for not receiving the product you have ordered for and receiving it not in time.
11. Reliable Communications, a Mumbai based MNC has given an advertisement in The Telegraph (dated 26.08.2012) for the requirement of Management Trainees in the department of Sales and Marketing. Write a solicited letter applying for the job.