



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

Paper Code : BBA(N)-101

ENGLISH

Time Allotted: 3 Hours

Full Marks: 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

(Multiple Choice Type Questions)

1. Choose the correct alternative for the following:

1×10=10

- (i) The poor are not _____ as full members of society.
(a) thought to be (b) taken up
(c) regarded (d) considering
- (ii) When you are parted from your partner, you _____ to appreciate each other more.
(a) find (b) may
(c) become (d) grow
- (iii) He refused to admit _____ too strict with the children.
(a) to having been (b) had been
(c) he should have been (d) he has been
- (iv) I got a _____ box for my birthday.
(a) white small wooden (b) small white wooden
(c) small wooden white (d) wooden small white
- (v) I know I was supposed to stay serious, but I couldn't help _____.
(a) to laugh (b) laughed
(c) with laughing (d) laughing

CS/BBA(N)/Odd/SEM-1/BBA(N)-101/2018-19

(vi) We _____ watch Star Trek with my brother every evening when we were children.

- (a) had
(b) would ✓
(c) were used to
(d) used to

(vii) I don't know when the term 'hipster' was _____, but it has become quite popular lately.

- (a) fabricated
(b) carved
(c) uttered
(d) coined ✓

(viii) If he _____ phone, tell him to ring back later.

- (a) should ✓
(b) can
(c) might
(d) will

(ix) Increasing currency _____ is making exchange rates more volatile.

- (a) intervention
(b) speculation
(c) laundering ✓
(d) endorsement

(x) Company receives hundreds of _____ emails every day.

- (a) unstated
(b) unsolicited ✓
(c) unrequited
(d) unkempt

Group - B

(Short Answer Type Questions)

Answer any three of the following.

5×3=15

2. Draft a memo requesting all the employees to maintain punctuality in the office.
3. Write a short note on SWOT Analysis.
4. Draft an advertisement for a book on Business Correspondence.
5. "The main purpose of a Sales letter is to transform a reader into a buyer".— Explain.

Group - C

(Long Answer Type Questions)

Answer any three of the following.

15×3=45

6. Read carefully the passage given below and answer the questions that follow:

The Maidan at the turn of the twentieth century was generally not a place where Indian residents of Calcutta would venture; it was for all practical purposes reserved for the recreation of Europeans only. So when Indians began to flock to the football grounds to watch the progress of one or the other team from the northern quarters, they must have felt the thrill of having transgressed a protected zone of power.

There was something else about the domestication of football on the soil of Bengal that involved its basic techniques. Most Indian footballers, even those appearing at the highest competitive levels of the time, played barefoot, without the aid of boots. This partly had to do with the way most of them were introduced to the game as young boys—football, after all, demanded no equipment other than a ball and some open space. It also had to do with the fact that unlike Europe, where shoes or boots were the usual everyday footwear, most people in Bengal wore sandals that did not cover the whole foot. One can easily imagine Bengali schoolboys discarding their slippers (if they were wearing them at all) before running excitedly on to a football field. Interestingly, players developed technical skills that fully utilized the flexible movements of the bare foot, including the toes. Yet this also led to problems. Players with bare feet had little chance against booted ones on a slippery surface. This was a particularly critical drawback for players in Calcutta, where competitive football was played during the monsoon months of June, July and August. <http://www.makaut.com>

- (i) Why could Indian residents of Calcutta generally not venture into the Maidan at the turn of the twentieth century?
- (ii) Why would Indian footballers play football barefoot in the early-twentieth century?
- (iii) What were the problems that Indian footballers faced when playing barefoot?
- (iv) Why do you think this passage is interesting to the history of Bengal?
- (v) State at most two ideas that you think are central to the passage.
- (vi) Try to give an appropriate name to the passage and write a precis based on it. $2+2+2+2+2+5=15$

7. Write an essay on *any one* of the following topics: 15×1=15

- (i) Style is the dress of thought
- (ii) Technology is killing human imagination
- (iii) The importance of reading the daily news
- (iv) Indian television serials and their effects upon viewers

8. Write an office memorandum warning an employee for submitting fake medical bills. Invent the necessary details. 15

9. XYZ, a Kolkata based MNC has published an advertisement in The Times Of India dated 26.10.2018 for the post of Management Trainees in the Department of Human Resource Management. Excellent Communication Skill is a must and the candidates are to apply within 15 days from the publication of the advertisement. Write a solicited letter to the HR Manager applying for the job. 15

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