

Name :

Roll No. :

Invigilator's Signature :

CS/BBA (H), BIRM, BSCM/SEM-1/BBA-101/2010-11

2010-11

ENGLISH-I

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 alternatives for the following : $10 \times 1 = 10$

i) *Communis* means

- a) to talk
- b) to feel
- c) to share
- d) to clarify.

ii) Diagonal communication flows

- a) upward
- b) downward
- c) in all directions
- d) among the peers.

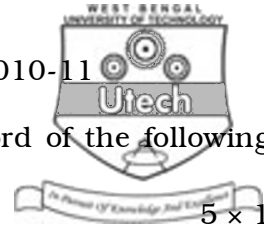
iii) His ideas were ahead of his No one took them seriously.

- a) Age
- b) Period
- c) Time
- d) Era.



- iv) Pritam broke down on seeing his father's body. This sentence means
- a) Pritam lost control over his emotions
 - b) Pritam broke his feet
 - c) Pritam became angry
 - d) None of these.
- v) The people who carry a coffin at a funeral are called
- a) undertakers
 - b) supporters
 - c) pallbearers
 - d) mourners.
- vi) One who walks on foot is
- a) Eccentric
 - b) Turncoat
 - c) Pedestrian
 - d) Pessimist.
- vii) A group of actors, dancers or singers who work together is known as
- a) gang
 - b) troupe
 - c) fleet
 - d) convoy.
- viii) You promised to help me. Why do you back now ?
- a) out
 - b) up
 - c) down
 - d) away.

CS/BBA (H), BIRM, BSCM/SEM-1/BBA-101/2010-11



4. Make meaningful sentences with each word of the following pairs : 5 × 1

- i) affect, effect
- ii) moral, morale
- iii) instant, instance
- iv) suit, suite
- v) gift, gifted.

5. Write short notes on the following : 3 + 2

- i) Kinesics
- ii) Listening skills.

6. Correct the errors in the following sentences : 5 × 1

- i) He has returned back from New York.
- ii) Thousand of people died by the earthquake.
- iii) Never tell lie.
- iv) Family is considered as an unit of society.
- v) The French is the language of French.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Write an invitation letter as the head of the Students' Council to the principal of your college inviting him to the Annual Fest.
8. Write a letter of complaint to a company that has provided your company with 15 faulty computer peripherals in an order of 40.
9. Assume that you are Arun Singh, the Sales Promotion Officer of LG. Write a sales letter promoting the sale of LG air conditioners to be distributed to prospective LG customers. Include the following offers in your letter :

Buy an LG air conditioner and get gifts worth Rs. 6,990/-

- Microwave worth Rs. 5,990/-
- Microwave Cookware worth Rs. 1,000/-
- 0% finance

+

Scratch the LG Cup card and win guaranteed free gifts worth over Rs. 50 crores +7 years warranty.



10. Read the given passage and answer the questions that follow :

The real crisis of our time is the crisis in management. I believe that the solutions to our problems lie in the development of the art and practice of management at all levels and in all facets of our national activities — from a small “Bhatt’s” tea-shop to the multi-faceted international organization or the huge national government administration. I also believe that application of better and sound management skills and methods is of vital importance in resolving many huge and baffling economic and social problems that are beyond the reach of either government or business acting alone.

I strongly believe that the private sector can contribute something far more important than even money, that is, management — management raised to a whole new order of magnitude — in the attainment of the new social and economic objectives put forward by our government. “But how do we do it ?” The answer lies in developing a deeper sense of social responsibility on the part of our men in management. Management must act in concert with a broad socio interest and serve the objectives of the society. The various socio-economic measures now being taken in the fields of licensing, price regulation and distribution of essential commodities etc. will not lead us towards attainment of new social objectives unless we ensure that the benefits of these measures go to the ultimate consumer — the common man. This is possible only through right management, proper understanding and of course, above all, through cooperation among all concerned. Indian management has the skills, know-how and capacity to cope with new challenges.

We must make a start now. The opportunities are there if we will but see them and see them quickly.

CS/BBA (H), BIRM, BSCM/SEM-1/BBA-101/2010-11



- i) In what sense is the crisis of our times a crisis in management ? 3
- ii) What contribution can the private sector make towards the attainment of economic objectives ? 3
- iii) What does Indian Management lack ? 3
- iv) How can we ensure that the common man gets the benefit of various socio-economic measures ? 3
- v) What is the central idea of the passage ? 3
11. Write an essay in not more than 250 words on any *one* of the following topics :
- i) The pros and cons of having a credit card.
- ii) Alluring advertisements – but are they truthful ?
- iii) Are soft skills more important than technical skills ?

