

CS/BBA(H)/BIRM/BSCM/2nd Sem/BBA-201/2014

2014

English-II

Time Alloted : 3 Hours

Full Marks : 70

*The figure 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:

10x1=10

- i) To keep an eye on means
a) to examine b) to watch
c) to identify d) to verify
- ii) He takes after his father. The underlined word means
a) takes care b) resembles
c) follows d) looks after
- iii) You promised to help me . Why do you back _____ now?
a) out b) up c) down d) away
- iv) One who speaks less is called _____
(a) polite (b) reticent
(c) polyglot (d) garrulous
- v) A book published after the death of the author is called

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[Turn over]

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- (a) anonymous (b) superfluous
(c) posthumous (d) biography
- vi) In this first assignment, we will _____ your work and then give you a detailed feedback
- (a) assess (b) judge
(c) measure (d) analyse
- vii) The scientific study of universe
- a) cosmology b) zoology
c) phonology d) none of these.
- viii) Diagonal channels flow in
- a) upward b) downward
c) all directions d) parallel
- ix) Which one should be used while writing a precis?
- a) redundancy b) wordiness
c) passive voice d) conciseness
- x) Group discussion means
- a) to share knowledge
b) to quarrel
c) to argue
d) to conclude

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3x5=15

2. What are the advantages of email?
3. Write a short note on 'Fax'.
4. Write a memo to all your employees to observe 'no smoking' in the office premises.
5. Discuss briefly the importance of listening in the process of Business Communication.

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6. You are the Manager of a Corporate Bank based in Chennai. You have decided to extend the working hours of your bank as it is the financial yearend and the bank is facing heavy work load. Draft a suitable notice to your employees informing the changes.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

3x15=45

7. A reputed publishing house has recently published books catering to the wbut syllabus for management studies. You as the manager, write a sales letter to the principle of a MBA college requesting him to recommend and implement the books in book bank for student .
8. In an advertisement dated 20th feb,2014, KBC industry has advertised for the post of marketing manager ,with 5 years experience. Write a solicited letter applying for the job.
9. A fire broke out in the godown of your factory premises causing irreparable damage. Draft a report to the concerned authority about the cause of the fire and the damages incurred by the company.
10. You are the faculty of a Management College. You want to upgrade your college library. Write a proposal to the concerned authority regarding the matter.