

CS/BBA(H)/BIRM/BSCM/Even/Sem-2nd/BBA-201/2015



WEST BENGAL UNIVERSITY OF TECHNOLOGY

BBA-201

ENGLISH II

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.*

**GROUP A**

**(Multiple Choice Type Questions)**

1. Answer *all* questions. 10×1 = 10
- (i) The phrase "To cry wolf" means
- (A) to listen eagerly (B) to give false alarm  
(C) to turn pale (D) to keep off starvation
- (ii) Ali was the man \_\_\_\_\_ they intended should be our captain next year.
- (A) whom (B) who  
(C) in (D) as
- (iii) Choose the closest meaning of the word 'Procrastinate'.
- (A) differ (B) defer  
(C) observe (D) infer
- (iv) She longed \_\_\_\_\_ the holidays to come so that she could be with her family again.
- (A) to (B) for  
(C) on (D) in

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- (v) She learned the German Language \_\_\_\_\_ the age of forty five.  
(A) by (B) of  
(C) on (D) at
- (vi) The speaker of a message is also known as  
(A) encoder (B) medium  
(C) channel (D) decoder
- (vii) One who writes for news paper is known as  
(A) journalist (B) reporter  
(C) compositor (D) editor
- (viii) Videoconferencing is an advanced form of  
(A) fax (B) teleconferencing  
(C) email (D) data collection
- (ix) Mint is a place where \_\_\_\_\_ is/are made  
(A) honey (B) cakes  
(C) coins (D) clothes
- (x) To have "Cold Feet" means  
(A) to feel very cold (B) to pay much attention to  
(C) to be reluctant (D) wet feet

**GROUP B**  
**(Short Answer Type Questions)**

Answer any *three* questions.

3×5 = 15

2. Discuss the difference between a complaint letter and an adjustment letter stating the salient points of each one of them respectively.

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3. 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 year end and the bank is facing heavy work load. Draft a suitable notice to your employees informing the changes.
4. Write a memo to all the employees of your organization that you are heading, to follow the regulations of the parking area strictly.
5. What is the difference between listening and hearing?
6. What are the advantages of Email? Illustrate with examples.

**GROUP C**  
**(Long Answer Type Questions)**

Answer any *three* questions.

3×15 = 45

7. You have started an Online Tutor Provider Website where students can enroll for tuitions and subject teachers can register their profiles. Draft a sales letter to the prospective students as well as teachers and mention all the details like where the students can enroll, how to enroll for a particular subject, the processing fee, duration. Also mention that teachers have to register by uploading their profiles to your site mentioning their choice of subject and they have to give a test to qualify as a teacher.
8. An event management company is looking for social media managers. The key responsibilities are to maintain the social networking sites like Facebook, reply or comments where necessary, inform about the services provided by the company, create a rapport to generate business etc. Write a job application for the post of social media manager to the HR Manager enclosing your CV with it.

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9. Make sentence with the following phrases :
- (a) To back up
  - (b) Gala Day
  - (c) Crocodile Tear
  - (d) Carrot and Stick
  - (e) All of a sudden.
10. You are working for Bloomsdale Spoken English Institute as a training manager. Due to the opening of new centres there has been a demand for more faculty members. Frame a letter of proposal to the chairman addressing the requirement with the proceedings of the new recruitments.