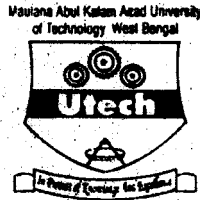


CS/BBA(H)/BIRM/BSCM/EVEN/SEM-2/BBA-201/2015-16



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

Paper Code : BBA-201

ENGLISH - II

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 × 1 = 10

- i) When the police applied a little more force, the thief spilled the beans.
'spilled the beans' means
- a) eating the beans
 - b) playing with the beans
 - c) telling everything
 - d) telling lie.
- ii) Of the two candidates, I think
- a) he is suited best
 - b) he is the better suited
 - c) he is best suited
 - d) none of these.

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[Turn over

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- iii) The word 'candid' means
- a) angry
 - b) mad
 - c) frank
 - d) happy.
- iv) Mr. Brown does not like the idea of
..... waiting.
- a) keeping
 - b) being kept
 - c) to keep
 - d) kept.
- v) DTP is expanded as
- a) Dictate-Type-Post
 - b) Desktop Publishing
 - c) Direct Typing Provision
 - d) none of these.
- vi) That which cannot be read is
- a) ineligible
 - b) illegible
 - c) invincible
 - d) incorrigible.
- vii) Representative unit drawn from a population is called
- a) variable
 - b) sample
 - c) frame
 - d) museum.
- viii) 'All hell broke loose' means
- a) hell fell down to earth
 - b) there was dirt everywhere
 - c) there was sudden chaos everywhere
 - d) all of these.

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- ix) An act of choosing information based on our interest is called
- a) interruption
 - b) information overhead
 - c) selective perception
 - d) interviewing.
- x) A person in charge of a museum is known as
- a) Musicologist
 - b) Muse
 - c) Muezzin
 - d) Curator.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. · $3 \times 5 = 15$

2. What do you mean by an advertisement ? Write the basic differences between classified and commercial advertisements.
3. Write a letter to Modi Xerox Ltd. requesting them for a catalogue of their products. Request the company to send a representative to appraise them of the latest products in the copier range.
4. It has come to your notice that employees of your organisation are spending more time on social networks during office hours. As the section-in-charge draft a memo asking all employees to refrain from misusing facilities provided to them by the company.
5. Discuss the significance of Business Etiquette in today's business world.

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6. Your company is planning a field trip as a part of the employee development programme. As the HR Head of your company write a notice giving details of the trip. Add any other relevant information.

GROUP - C

(Long Answer Type Questions)

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

7. 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.
8. Anjali Motors Pvt. Ltd., Cuttack wants to open a factory in Nodia. As a Consultant Engineer, write a report on the availability of establishing a factory in Nodia.
9. In an advertisement dated 25th April, 2016, Kolkata Wire Industry wants a Marketing Manager with MBA, 5 years experience and good command over English. Write an application to the manager of the company with your complete CV.
10. Give meanings and make sentences with any *three* of the following pairs of words :
- i) Access : Excess
 - ii) Beside : Besides
 - iii) Compliment : Complement
 - iv) Deprecate : Depreciate
 - v) Excite : Incite.