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**BBA 181101**

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**B.B.A. 1<sup>st</sup> Semester End-Term Examination**

**Business Administration**

**ENGLISH AND BUSINESS COMMUNICATION**

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any *Four* from the rest.

1. Answer the following questions : (10 × 1 = 10)
- (i) The Mississippi river is in \_\_\_\_\_ United States of America. (Fill in the blank with a correct article)
  - (ii) Add an appropriate prefix to get the opposite meaning of the word 'regular'.
  - (iii) write the synonym of the word 'Polite'.
  - (iv) Does the police officer catch the thief? (Rewrite this sentence into passive voice) .
  - (v) Calcutta is a city of thick population. (Underline the phrase)
  - (vi) A crowd gathered around the injured man. (Identify the underlined noun)
  - (vii) I \_\_\_\_\_ (right/rightly) assumed that he was lying. (Choose the correct adverb)
  - (viii) The communication process starts with the \_\_\_\_\_ the person or group who wants to transmit the message to another person or group.
  - (ix) \_\_\_\_\_ are the physical movements of the body parts that convey certain moods and feelings.
  - (x) An \_\_\_\_\_ is a mutual exchange of information between an employer and a candidate.

[Turn over

2. (a) Elaborate the ethical standards that need to be followed during an Interview. (7)
- (b) What is the importance of Group Discussion in the job selection process? (8)
3. (a) What are the important traits that can be judged through Group Discussion. (5)
- (b) Enlist the points that should be considered while participating in a Group Discussion. (10)
4. (a) Explain the different elements of the communication process. (7)
- (b) How can verbal communication differentiated from nonverbal communication? (8)
5. (a) What do you understand by the term Proxemics? What are the advantages of non verbal communication? (2+3=5)
- (b) Write an essay within 300-400 words on the topic "Cybercrime". (10)
6. (a) Rewrite the paragraph by inserting correct punctuation marks and capitalize words wherever necessary with the opening of economics to international trade there are opportunities to enter new markets selling products to international market poses new challenges for organizations which are structured primarily for domestic sales in order to compete successfully in global markets companies have discovered that paying attention to local customs and culture is important this will require the association of persons from host countries this will necessitate the creation of some type of organizational structure in the countries while activities are to be extended some multinationals have extended their activities from only selling to manufacturing also the south Korean and Japanese multinationals which were first selling their products like cars televisions fridges etc in india have now started producing these products partly or fully in this country under such situations the organizational structure will require some changes to cope with the new opportunities. (5)
- (b) Write an enquiry letter to the manufacture of shoes for supplying 200 pairs of shoes in standard size. (10)

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7. (a) Place an order in tabular form for ball pens, refills and pencils giving the reference numbers from the seller's catalogue. (7)
- (b) Construct a précis and also add a suitable title to the below given passage: (8)

Child labour is not a recent phenomenon. It prevailed in India as far back as three centuries almost in the form of bonded labour. Despite efforts to control the evil of child labour, it still flourishes mostly in economically backward areas in our country. The primary reason for prevalence of child labour is poverty. Also, child labour is more prone to exploitation because the child cannot raise any protest against employer on account of his weaker bodily strength. Another important reason for the problem of child labour is lack of educational and cultural facilities for young children. In many places schools are not fully equipped with proper library, playing fields and other educational infrastructure and hold little attraction for children. In many cases, children are forced to stay back at homes, because their parents cannot afford educational expense. The available evidence shows that child labour in India is being exploited too much. The exploitation done by the society makes these children unhappy and pessimistic about the society they live in.

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