

Total No. of printed pages = 3

BBA 181101

Roll No. of candidate

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9/3/2021

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B.B.A. 1st Semester End-Term Examination

ENGLISH AND BUSINESS COMMUNICATION

(New Regulation)

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 as directed : (10 × 1 = 10)

- (i) That day, I became aware (realized/reassured/encouraged) that the first step towards success is having faith in oneself. (Replace the underlined words with a verb and rewrite the sentence)
- (ii) A _____ of thieves stole everything from the neighbours' place. (Fill in the blank with a collective noun)
- (iii) Add a correct suffix to the word 'gold' to make it an adjective.
- (iv) _____ whale is in danger of becoming extinct. (Fill in the blank with a correct article)
- (v) Construct a word using the suffix 'ity'.
- (vi) Write the antonym of the word 'Attack'.
- (vii) Somebody stole my new red bicycle last Wednesday. (Rewrite this sentence into active voice)
- (viii) Make a meaningful sentence using the idiom 'that's the last straw'.
- (ix) The _____ in punctuation indicates the beginning and ending of a quotation.
- (x) Give one example of interrogative sentence.

[Turn over

2. (a) Rewrite the paragraph by inserting correct punctuation marks and capitalize words wherever necessary. (5)

Globalization deregulation and technology are changing the nature of jobs human capital refers to the knowledge education training skills and expertise of a firms workers and it becomes more important than it has ever been before one main change is the rise in service jobs service jobs like consultation put a bigger premium on employee education and knowledge than do traditional manufacturing jobs another changing trend is that even factory jobs are becoming more demanding and even heavy manufacturing jobs are becoming more high tech jobs today demand a level of expertise far beyond that required of most workers two or three decades ago the challenge for personal managers is that employees cant be managed the way their predecessors were managed new hr skills and systems will be required to select train motivate such employees and to win their commitment

- (b) Explain the concept of Group Discussion. What is the importance of interview in the job selection process? (4 + 6 = 10)

3. (a) Explain the term verbal communication along with its advantages and disadvantages. (10)

- (b) Discuss the importance of audio-visual aids during a presentation. (5)

4. (a) Write a letter to the manager of Khurana Electronics asking information regarding their new electronic products. (5)

- (b) Write an essay within 300-400 words on the topic "Covid-19 and its effect on our country". (10)

5. (a) Write a complaint letter to the manager of a bank about a cheque that has been dishonoured by them. (7)

- (b) Construct a précis and also add a suitable title to the below given passage. (8)

The chief objective of the repetitive form of advertisement is to help people to remember the product. The general principle is similar to that followed by Bajaj Automotives Ltd: "You just can't beat a Bajaj". The repetition of a phrase, the inclusion of a trade name or a trade mark in every advertisement; is intended to impress upon the mind of the reader, listener that name or picture. The response sought by the advertiser is achieved when a customer enters a shop for, say, toothpaste. To the shop-keeper's question, any particular brand, please? The customer gives the reply that is in his mind, not necessarily because he has arrived at a decision by any process of reasoning, nor because some strong feeling has been aroused for some particular brand, but simply because he has repeatedly seen the name, and it is associated in his mind with the idea of a good toothpaste. Some trade names become so common that they displace the true name of the

commodity itself, such as 'vaseline', the well-known trade name for 'petroleum jelly'. Advertisements which have relied on repetition have, in the past, proved very powerful, but with the increased variety of proprietary articles and products intended for the same purpose, this kind of advertising is losing some of its value because of the confusion of names that arise in a customer's mind when he wishes to buy soap, chocolates, tea and other goods which are widely used.

6. (a) What are the various kinds of errors in English language? (5)
(b) Briefly explain the different kind of communication barriers within an organization. Elaborate the elements of presentation. (5 + 5 = 10)
7. Write short notes on: (3 × 5 = 15)
- (a) Stage Fright.
 - (b) Interview.
 - (c) Types of Non-verbal communication.

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