

Code : 302106

BBA 1st Semester Theory Examination, 2017

Communicative English

Time : 3 Hrs

Full Marks : 60

Instructions :

- (i) There are **Seven** questions in this Paper.
- (ii) Attempt **Five** questions in all.
- (iii) **Question Nos. 1 & 2** are compulsory.
- (iv) The marks are indicated in the right side margin.

Give one word for the following: 6×2=12

- (a) A medicine which prevents infection by killing germs.
- (b) The science that studies plants.
- (c) Government by the rich.
- (d) A soldier who kills for money.
- (e) A position for which no money is paid.
- (f) People working together in the same office or department.
- (g) The action of looking within or into one's own mind.
- (h) A general pardon given to offenders.
- (i) To give one's authority to another.
- (j) Study of the relation of living things to environment.

P.T.O.

- 2 **Answer briefly any three of the following:** 3×4=12
- (a) Discuss on the structure and layout of a business letter.
 - (b) What is communication? Discuss communication process.
 - (c) Differentiate between notice, agenda and memorandum.
 - (d) Differentiate between a resume, biodata and curriculum vitae.
 - (e) What is a Sales letter? Why is it written?

Answer any three questions of the following: 3×12=36

3. What is a report? Discuss on the different types of reports.
4. Write an essay on "Foreign languages should be made mandatory" (not exceeding 250 words).
5. Draft a sales letter promoting the launch of a new cell phone by your company.
6. Write a brief note on the growth of Mr. Narayan Murthy as a successful businessman of India.
7. What traits would you like to inculcate in yourself after reading about Mr. N.R. Narayan Murthy.

Code : 302106