

Code : 303201

BCA 2nd Semester Theory Examination, 2017

Business English

Time : 3 hours

Full Marks : 60

Instructions :

- (i) *There are seven questions in this Paper.*
- (ii) *Attempt five questions in all.*
- (iii) *Question No. 1 & 2 is compulsory.*
- (iv) *The marks are indicated in the right-side margin.*

1. Give phrasal verb for the following: 6×2 (a)

To keep the ball rolling

(b) Backhanded compliment

(c) To fly at some one's throat

(d) The lights are on but nobody is home

(e) A penny for your thoughts

(f) Hobsons choice

(g) At the eleventh hour

(h) To cut the Gordian knot

(i) Red letter day

(j) By leaps and bounds

2. Answer any three of the following:

(a) Discuss on the methods of reading.

(b) Elaborate on the importance of a business letter.

(c) Execution is more important than planning. Discuss.

(d) What is a sales letter?

(e) What is a memorandum? Discuss with the help of an example.

3. What is a technical proposal? Why is it prepared?

4. Write an essay not exceeding 250 words on "Effect of Demonetization".

5. You have been selected as a speaker. Write a letter of acceptance for the same.

6. Summer is here and your company has introduced a new air conditioner in the market. Draft a sales letter promoting the product.

7. Your company has called for an Annual General meeting of the board of directors. Prepare an agenda and minutes of the meeting.

P.T.O.