

Code : 302206

BBA 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. Differentiate between the following pair of words: 2×6

- (i) Adjacent, adjoin
- (ii) Bacchanal, Bacchanalia
- (iii) Balk, Bar
- (iv) Belabor, Belated
- (v) Foul, Fowl
- (vi) Flare, Flair
- (vii) Addict, Edict
- (viii) Adapt, Adopt
- (ix) Antic, Antique
- (x) Addition, Edition

2.
 - (i) How do you plan a business message?
 - (ii) Elaborate on the types of reading.
 - (iii) Execution is more important than planning. Discuss.
 - (iv) Discuss on the principles of business correspondence.
 - (v) What purpose does an invitation letter serve? List the different types of invitation letters.
3. Write a letter of enquiry regarding setting up of a Computer lab. Also frame a suitable reply for the same. 12
4. Write a paragraph on "Democracy is the best form of Government" in 250 words. 12
5. Assume that you are an MBA from a reputed institute and wish to explore a faculty opening in Marketing Management at the Institute of Management Studies, New Delhi. Draft a persuasive unsolicited letter of application. 12
6. Draft a letter inviting quotations for computer peripherals required by your organization. Invent the necessary details regarding their size and colour. 12
7. As a Manager of Patna branch of Axis Bank write a letter to a customer asking him as to why his savings bank account may not be closed as it has not been operated even once during the last 5 years. Invent the other details required. 12

P.T.O.

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