

Code : 302206

(2)

BBA 2nd Semester Exam., 2018

BUSINESS ENGLISH

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. **1** and **2** are compulsory.

1. Give one word for the following (any six) :

2×6=12

- (a) One who compiles a dictionary
- (b) Statements open to more than one interpretation
- (c) A medicine to counteract poison
- (d) One who doubts the existence of god
- (e) A general pardon for offenders
- (f) A cure for all diseases
- (g) A screen or pen name adopted by an artist or writer
- (h) The science of colours

(Turn Over)

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- (i) A formal written charge against a person for some crime or offense
- (ii) A person having a craze for collecting books

2. Answer any three of the following : 4×3=12

- (a) Differentiate between circular and agenda.
- (b) What is the importance of business correspondence?
- (c) Why is listening an important part of communication?
- (d) Discuss on the styles of reading.
- (e) What is a sales letter?

Answer any three questions : 12×3=36

3. Discuss on the structure and layout of a business letter with a suitable diagram.
4. Your company plans to purchase office equipment. Draft a letter of interest for the same.
5. Your company has launched a new line of perfumes for women. Draft a sales letter promoting the same.

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(Contd.)

6. What is a resume? Discuss on the different types of resumes.
7. You have come to know through the classifieds of a newspaper that there is a vacancy for the post of a graduate trainee. Prepare your resume for the same.
