

**BBA 2nd Semester Exam., 2023**

**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. Answer any six of the following as directed :

2×6=12

- (a) Sitting (beside/besides) his girlfriend, Michael was very happy.  
(Choose the correct answer)
- (b) All of the soldiers (accept/except) my brother are out of step.  
(Choose the correct answer)
- (c) The study of stars is called \_\_\_\_\_.  
(Fill in the blank)
- (d) Fear of water is called \_\_\_\_\_.  
(Fill in the blank)

- (e) 'The best of both worlds' means \_\_\_\_\_.  
(Fill in the blank)
- (f) 'See eye-to-eye' means \_\_\_\_\_.  
(Fill in the blank)
- (g) What is the difference between Cue and Queue?
- (h) What is the difference between Condole and Console?
- (i) Define debate.
- (j) What is agenda?

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

- (a) What is a resume? Explain with an example.
- (b) Briefly explain the objectives of business communication.
- (c) State the significance of e-correspondence in business communication.
- (d) What do you understand by 'empathetic listening'?
- (e) Discuss three differences between a memo and a letter.

3. How is an oral presentation different from a written presentation? Explain with a suitable example. 12
4. Write an essay on 'Your attitude determines your altitude'. 12
5. What are the details that need to be included when placing an order? Illustrate with an example. 12
6. Write a memo letter to the production manager of your company about a complaint by a customer for not attending an urgent communication. You are Mr. R. Ramesh, MD of your company. 12
7. Write an e-mail to the Manager, Punjab National Bank, requesting a loan of ₹50 lakhs for the expansion of your company. Give valid reasons for the request for the loan. You are Nilam Sharma/Nareesh Verma, MD of the company. 12

\*\*\*