

FORMAT OF QUESTION PAPER

- COURSE - i) BBA first year - English for Business
ii) FYBCA - Communicative English
iii) FYBBM (e-commerce) - Communication English

Time : 3 Hours

Marks : 80

N.B. Figures to the right indicate full marks.

- Q. 1. Prepare an outline for a presentation you are to make before the Board of Directors, to launch your new product in the market (eg. a new mobile, a car, a detergent). (10)
OR
Write a paragraph of ten connected sentences to describe (e.g. a place of tourist interest, a factory, a bank, a library etc). (10)
- Q. 2. Write a precis of the passage given below and reduce it to 1/3rd its length. (10)
OR
Write a summary of the above passage. (10)
- Q. 3. Write a report of (e.g. a market survey conducted; a survey to find responses to a government policy decision like octroi or vat; or an event like floods, earthquake, a (10)
OR
Prepare a proposal for a loan to a bank for the expansion of your small - scale industry. (10)
- Q. 4. Write a letter to place an order for some goods/letter of complaint. (10)
OR
Write an e-mail for the participation in an international conference / hotel reservation. (10)
- Q. 5. Prepare an attractive advertisement for e.g. a new sewing machine, a computer a laptop... (10)
OR
Write your resume for a marketing manager's job or any such.
- Q. 6 a) Suggest five different ways to greet somebody or apologise to somebody. (5)
b) What are the features of good business etiquettes or write some rules of good etiquettes to be followed in college. (5)
- Q. 7. a) You have launched a new xerox machine or a cooking gas range. Write five instructions to help the consumer to utilise it effectively. (5)
b) You are to face an interview for the position of a divisional manager in a financial company. Prepare a questionnaire of some expected questions which might be asked regards your professional experience, or your future plans. (At least) (5)
- Q. 8 a) You are the Secretary of a sports organisation and have planned a meeting of the members of the Executive Council. Suggest the steps you have taken to help organise the meeting efficiently.
b) Make a presentation in about 5 sentences to convince some customers about the services you offer as a travel agent or an event manager. (5)
