



Name :
Roll No. :
Invigilator's Signature :

CS/BBA(H) /BIRM/BSCM/SEM-2/BBA-201/2012

2012

ENGLISH – II

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) You were very to believe everything your friends said.
 - a) nave
 - b) naive
 - c) knave
 - d) novice.
 - ii) What is the meaning of the word 'Cul-de-sac' ?
 - a) A free hand
 - b) Love letter
 - c) Blind street
 - d) Water.
 - iii) It would have been nicer, if she at her mother's.
 - a) stayed on
 - b) stays on
 - c) had stayed on
 - d) would stay on.



iv) A place where Government records are kept is

- a) museum
- b) office
- c) archive
- d) portfolio.

v) Meaning of the phrase 'ins and outs' is

- a) the details of anything
- b) every detail of all
- c) the details of a particular thing
- d) all of these.

vi) The phrase 'at sixes and sevens' means

- a) repeat at seven or six
- b) in disorder
- c) very slow
- d) in order.

vii) One who writes for the newspaper is called

- a) journalist
- b) reporter
- c) correspondent
- d) all of these.

viii) The word *candid* means

- a) angry
- b) quarrelsome
- c) frenzy
- d) frank.



ix) Keep it under your hat. The sentence means

- a) don't say a word to anyone
- b) keep it hidden
- c) say it to everyone
- d) none of these.

x) She has got a good ear for languages.

The sentence means

- a) she is a good listener
- b) she learns languages fast
- c) she listens to languages well
- d) none of these.

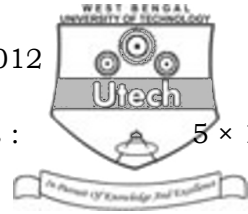
GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following $3 \times 5 = 15$

2. Make sentences with the following pairs of words to show the difference in meanings : 5×1

- a) Heard : Herd
- b) Pause : Paws
- c) Rays : Raise
- d) Peace : Piece
- e) Stationary : Stationery.



3. Make sentences with the following phrases : 5 × 1
- a) as easy as ABC
 - b) all moonshine
 - c) at a discount
 - d) cry in the wilderness
 - e) crocodile tears.
4. Write short notes on any *one* of the following : 1 × 5
- a) Effective use of e-mail
 - b) Importance of body language
 - c) Debate ethics.
5. What is the difference between hearing and listening ?
6. What are the factors that should be kept in mind while writing a sales and a purchase letter ?

GROUP - C

(Long Answer Type Questions)

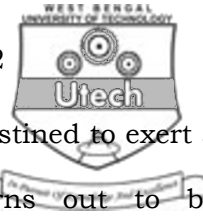
Answer any *three* of the following. 3 × 15 = 45

7. Read the passage given below and answer the following questions :

Technology now threatens to grow into a system, functioning purely in its own interest without regard for the best interest of mankind. Symptomatic of this is the way in which technology has been driven to evolve a special technique for



suggesting to man what he imagines he needs. We might eventually arrive at a stage where man, who should be the beneficiary of modern production, becomes a slave to the productive process. On the one hand, he may buy a car, a television set or a washing machine but he becomes, on the other hand, in the office, at his machine in the factory, at his drawing-board, in sales promotion, or even in the manager office, merely a tiny cog in a gigantic organisation. He performs his function and plays his part. The little humanity and individuality he has must be bought at the price of living to further the aims of others. Instead of being able to participate in the lively cut-and-thrust of dealing with his fellow-beings, instead of handling matters that concern real people, a modern business man leads a remarkably abstract sort of life. The result is that feeling of 'non-belonging', so often deplored these days in public discussions. It is an inner emotion of modern man who experiences sensations of rootlessness, of belonging nowhere, who feels a stranger in his own backyard. Man's liberation from the vagaries of nature, the basic task we attributed to technology, has now become, by a strange freak of logic, man's alienation from



nature. And what in its beginning seemed destined to exert a humanising influence on man, now turns out to be brutalizing him.

a) Answer each of the following in one/two complete sentence(s) :

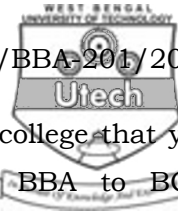
- i) What is called technology ? 1
- ii) What threat is posed by modern technology ? 1
- iii) How does technology suggest to man his imaginary needs ? 1
- iv) Why has modern man developed a feeling of 'not-belonging' ? 1
- v) What precautions should be taken to mitigate the adverse effects of technology ? 1

b) Explain the meanings of the following :

- i) Abstract sort of life 3
- ii) Humanizing influence 3

c) Is the tone of the passage pessimistic or optimistic ? Justify your answer by providing an evidence from the text. 4

8. Write a job application letter in response to an advertisement published in The Telegraph on 26th April, 2012 for the post of a Marketing Manager having 5 years work experience.



9. Write an application to the principal of the college that you would like to change your stream from BBA to BCA, informing him the details of your problem.

10. You have received a consignment of books from Popular Book Company, New Delhi, in which there are several damaged copies. Write a letter of complaint attributing the damage to defective packing and emphasizing the need for greater care in future.

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