

Code : 303201

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**B.C.A 2nd Semester Exam., 2014**

**BUSINESS ENGLISH**

Time : 3 hours

Full Marks : 60

*Instructions :*

- (i) All questions carry equal marks.*
- (ii) There are **SEVEN** questions in this paper.*
- (iii) Attempt **FIVE** questions in all.*
- (iv) Question Nos. 1 and 2 are compulsory.*

1. Choose the correct answer/Answer the following/  
Fill in the blanks (any six) :

- (a) The art of elegant speech or writing is
  - (i) metaphor
  - (ii) simile
  - (iii) alliteration
  - (iv) rhetoric
- (b) A person who is hard to please is
  - (i) fastidious
  - (ii) congenial
  - (iii) pleasant
  - (iv) None of the above

- (c) Prognosis is the forecast of
  - (i) an event
  - (ii) an accident
  - (iii) a disease
  - (iv) None of the above
- (d) You describe something as 'a cash cow' when it is an easy way to
  - (i) earn a lot of money
  - (ii) earn name and fame
  - (iii) earn goodwill
  - (iv) None of the above
- (e) The phrase 'out of the woods' means
  - (i) no longer be in danger or difficulty
  - (ii) out of track
  - (iii) out of jungle
  - (iv) None of the above
- (f) If someone hits below the belt, it means he acts in an
  - (i) unpleasant
  - (ii) unfair
  - (iii) ill
  - (iv) None of the above

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- (g) Use 'adapt' and 'adept' in sentences to make their meaning clear.
- (h) The words 'disease' and 'decease' mean — and —.
- (i) Communication sometimes completely fails because of the use of
- (i) symbols
  - (ii) body language
  - (iii) jargons
  - (iv) None of the above
- (j) An effective business letter can act as your
- (i) relationship officer
  - (ii) finance officer
  - (iii) production officer
  - (iv) None of the above

2. Write short notes on any *three* of the following :

- (a) Business letters
- (b) Minutes
- (c) The art of saying 'no'
- (d) Quotation
- (e) Debate

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3. Give an analysis of the book, *Who Moved My Cheese*.
4. English language has more than a million words. Discuss how one can build an active vocabulary and constantly enhance the word power.
5. Describe various types of charts and graphs used in business.
6. "Meanings are in people not in words." Discuss the statement with reference to perception, attitude, beliefs and experiences.
7. As a fresh graduate in engineering, you have decided to establish a manufacturing unit in your town. You wish to avail the loan facility under the self-employment scheme. Draft a proposal for the manufacture of an item seeking loan from State Industrial Development Finance Corporation, Chennai.

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