	Utech
Name:	
Roll No.:	To dynamic (y' Konsidige Stall Explane)
Invigilator's Signature :	

CS/BSM (N)/SEM-2/BSM-201/2010 2010

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:

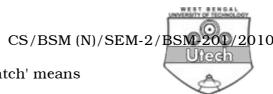
 $10 \times 1 = 10$

- i) 'Complement' means
 - a) to praise something or someone
 - b) to pay something or someone
 - c) make things complicated
 - d) suitable to something or someone.
- ii) What does the following idiom mean?'beating around the bush'
 - a) harassing someone
 - b) avoiding the truth
 - c) not stating the fact directly
 - d) feeling frustrated.

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iii)	'On	e who is easily deceived	' in o	ne word is	
	a)	gullible	b)	invincible (Vandage and Exchange)	
	c)	misanthrope	d)	eccentric.	
iv)	'Tha	'That through which light can pass' in one word is			
	a)	opaque	b)	mobocracy	
	c)	transparent	d)	translucent.	
v)	'To free somebody from all blame' in one word is				
	a)	obsolete	b)	sacrilege	
	c)	inimitable	d)	exonerate.	
vi)	Whi	hich is the appropriate group of words?			
	a)	ship, sail, sea, seafare	r		
	b)	timber, tool, tussle, tr	oop		
	c)	comb, cart, cute, crun	nb		
	d)	weed, week, weak, week	ep.		
vii)	Which phrase means —				
		'Etymology' ?			
	a)	a study of man			
	b)	a study of derivation o	of wor	rds	
	c)	a study of the body			
	d)	a study of ancient thir	ıgs.		



viii) 'To keep a close watch' means

- a) going before
- b) follow someone without one's notice
- c) to ask questions in order to find out more
- d) to observe thoroughly and take note of the activities of the person.
- ix) Which phrase means —

Neophyte?

- a) one who is a newcomer
- b) one who eats too much
- c) one who is unmarried
- d) one who questions everything.
- x) The meaning of 'harangue' is
 - a) sharp pain
 - b) long loud speech
 - c) cold shiver
 - d) careful study.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.



- 2. Write any five business etiquettes.
- 3. What is speed reading? What are the advantages of it?
- 4. How many types of graph normally we can see?
- 5. What are the functionalities of graphics in business communication?

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 6. Write a complaint letter to your Internet Service Provider regarding your excessive billing problem.
- 7. There has been remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendations for stopping the decline. Prepare the sales report.
- 8. Your company has launched a new sportswear that is durable and enticing. You have been given the responsibility of drafting a sales letter to be sent to high income group persons and various sports organisations offering them special packages.
- 9. What is a notice? Write a notice on behalf of your company to notify all the employees regarding the shift of office premise.

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