



Name : .....

Roll No. : .....

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 × 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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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.

3 × 5 = 15

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 × 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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