



Roll No:

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BBA
(SEM I) THEORY EXAMINATION 2024-25
BUSINESS ENGLISH

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 07 = 14

Q no.	Question	CO	Level
a.	Explain the purpose of business English.	1	K2
b.	Define noun with two examples.	1	K1
c.	List the types of sentences.	2	K1
d.	Demonstrate two examples of prefixes with root word and their meaning.	3	K2
e.	Compare formal and informal greetings.	4	K2
f.	Define reading skills.	5	K1
g.	Explain critical reading.	5	K2

SECTION B

2. Attempt any three of the following: 7 x 3 = 21

Q no.	Question	CO	Level
a.	Examine how does the global dominance of English impact international business communication? Provide examples of industries where English is predominantly used.	1	K4
b.	Discuss the role of conjunctions in connecting ideas and ensuring coherence in business communication. Provide examples of common conjunctions and their specific uses.	2	K6
c.	What are the key characteristics of academic writing and explain the importance of formal tone, evidence-based arguments, and structured organization in academic writing.	3	K1
d.	Identify how discussing likes and dislikes can help in building rapport during an interview? Provide examples of how to express preferences related to work and personal interests.	4	K3
e.	Explain the concept of extensive reading. How does it contribute to language learning and overall reading proficiency?	5	K5

SECTION C

3. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Utilize the appropriate article, <i>a</i> , <i>an</i> , or <i>the</i> , or leave the space blank if no article is needed, in the gaps. ___ village nearby is bustling with activity. ___ children are getting ready for ___ school, while ___ adults are preparing for ___ day's work. ___ market is filled with ___ fresh produce, and ___ vendors are calling out to attract ___ customers. ___ atmosphere is lively and full of ___ energy.	1	K3
b.	Summarize do language skills (LSRW) contribute to effective leadership and decision-making in a business environment?	1	K2



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4. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Change the following sentences as suggested. I. The chef cooked a delicious meal. (Transform in to Passive vice) II. She said, "I am going to the market." (Transform in to indirect) III. The teacher will give the students their grades tomorrow. (Transform in to Passive vice) IV. He said, "I have finished my homework." (Transform in to indirect) V. They are building a new bridge over the river. (Transform in to Passive vice) VI. She said, "I will call you later." (Transform in to indirect) VII. The company has launched a new product. (Transform in to Passive vice)	2	K6
b.	Examine phrases and clauses, and explain their functions in sentence construction. How do they contribute to the complexity and clarity of business writing?	2	K4

5. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Discuss the significance of the following business terms: Synergy, Benchmarking, ROI (Return on Investment), and KPI (Key Performance Indicator). How are these terms used in business communication, and why are they important for business professionals to understand?	3	K6
b.	Explain the difference between cohesion and coherence in writing. How do transitional words and phrases contribute to cohesion, and what strategies can be used to ensure coherence in a business report?	3	K5

6. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Elaborate how should one effectively discuss their strengths and weaknesses during a job interview? Provide examples of how to present strengths positively and address weaknesses constructively.	4	K6
b.	Analyze the key elements of introducing someone in a formal business setting versus an informal social setting? Provide examples of how to introduce a colleague to a senior manager and a friend to a new acquaintance.	4	K4

7. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Assess how is critical reading applied in academic settings? Discuss the role of critical reading in research, essay writing, and academic discussions.	5	K5
b.	Relate how critical thinking skills complement critical reading? Discuss the role of logical reasoning, questioning assumptions, and evaluating evidence in the critical reading process.	5	K2