

Student's Roll No. :
(To be written before any answer)

Subject Code : BUSL

SEMESTER I – B.B.A. EXAMINATION 2008
BUSINESS LANGUAGE

Full Marks : 50

Time : 2 hrs.

Students should answer in their own words as far as practicable.

Answer question numbers 1 and 4 and any THREE from the rest.

1. Read the passage below and answer the following questions :

The Royal Commission on Environmental Pollution has just published a report on novel materials and has looked at the case of nanotechnology, which describes the science of the very small. Nanotechnology covers those man-made materials or objects that are about a thousand times smaller than the microtechnology we use routinely, such as the silicon chips of computers.

Nanotechnology derives its name from the nanometer, which is a billionth of a metre. To get some measure of the scale of the materials and devices we are talking about, a human hair is about 80,000 nanometres wide.

Should we be concerned about nanotechnology? The Royal Commission found no evidence of harm to health or the environment from nanomaterials, but this “absence of evidence” is not being taken as “evidence of absence” : In other words, because there are no apparent problems, is not to say that there is no risk now or in the future.

The Commission is concerned about the pace at which we are inventing and adopting new nanomaterials, which could result in future problems that we are not well-equipped to understand or even detect with current testing methods.

The Commission's broad conclusion is that the speed of development in the field of nanotechnology “is beyond the capacity of existing testing and regulatory arrangements to control the potential environmental impacts adequately.” In summary, not enough is known about the effect that these very small devices and materials will have on human health or the environment, and the tests that could tell us about them are either not available or not being used.

There are about 600 consumer products already in the market that use nanotechnology. They include nano particles of titanium dioxide added to suncreams to make them transparent instead of white, or tiny fragments of silver that are added to sports equipment to make them odour free – the silver acts as a

powerful anti-bacterial agent. Nano medicines are also being developed to fight cancer and other fatal diseases.

So nanotechnology is not all bad, but the point is, the ability to make such fine particles and materials is getting better all the time. As a result many companies are taking up the opportunity of using them in products with little or no knowledge of how they may have an impact on human health or the environment. The silver particles in sports clothing might end up in the killing of bacteria in sewage systems for example.

A molecule of DNA is an example of a natural nanoscale substance with the diameter of its double helix structure measuring about one nanometer. A typical virus, meanwhile, is about 100 nanometres wide. This is the range of nanoscale objects in nature that roughly covers the field of synthetic nanotechnology. So the human body and nature at large is well used to nanoscale objects and materials.

- a. Where does nanotechnology derive its name from? What is the difference between nanotechnology and microtechnology? [1+2=3]
 - b. ‘..... this “absence of evidence” is not being taken as “evidence of absence”’. Explain this statement in the context of the given passage. [2]
 - c. How is nanotechnology being used in consumer goods? [3]
 - d. Suggest a suitable title to the passage. [2]
2. Make a précis of the following passage and add a suitable title to it : [10]

Character modelling refers to the creation of the basic structure or skeleton of characters that are brought to life through animation. Creating this skeleton through geometric figures for three-dimensional objects is called 3D modelling which is done by connecting various figures like triangles, lines, curves, etc. The advantage of a 3D model is that it can be viewed from all angles and zoomed in and out easily.

These characters may be human or animal figures that need a precise and fluent movement or a stationary object like a tree that, too, may need swinging movements. A modeller first outlines the shape and structure of the character and then depicting the movements of the joints and muscles in tandem gives a very realistic look to the character and its interaction with the environment. Meticulous observation and understanding of anatomy and biomechanics is, therefore, indispensable.

“A modeller needs to have an eye for details as he needs to give perfection to the character. Based on this model, the animation creates the movements and effects. So, it is through the modeller that the story gets its proper feel and display. A modeller has to be a good observer and needs to understand the finer details of joint and muscle movements in real-life characters,” says Anuj Kacker, global head, Arena Animation.

Three dimensional modelling is done through software tools like Maya, 3Ds Max, Blender, Lightwave, Modo, Cinema 4D, Electric Image Animation System, form-2, Houdini, Silo, Sketch Up Pro, true Space and z brush.

3a. Expand any ONE of the following ideas : [5]

- i. A stitch in time saves nine.
- ii. There is always a silver lining behind every dark cloud.
- iii. A bird in the hand is worth two in the bush.
- iv. Least said, soonest mended.

b. Choose the correct synonym for each of the following words / expressions given below : [5]

- (i) Veneration
 - (a) penetration
 - (b) respect
 - (c) disgust
 - (d) collaboration

- (ii) per capita
 - (a) for each person
 - (b) for each part of the capital
 - (c) the total capital available
 - (d) the minimum capital required

- (iii) Appraisal
 - (a) appreciation
 - (b) apprehension
 - (c) judgement
 - (d) agreement

- (iv) Diffident
 - (a) difficult
 - (b) tax
 - (c) different
 - (d) hesitant

- (v) Apposite
 (a) opposite
 (b) example
 (c) suitable
 (d) deceit

4. Write an essay on any ONE of the following topics : [10]

- a. The effect of large scale consumerism on the middle class.
 b. The recent recession in the global financial market and its impact on India.
 c. The Importance of English in the present job market.

5a. Use any FIVE of the following idioms in sentences of your own : [5]

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|---------------------------|--------------------------|
| i. tongue in cheek | v. play along |
| ii. strike a hard bargain | vi. sell like hot cakes |
| iii. time hangs heavy | vii. make a spectacle of |
| iv. win hands down | viii. run out of steam |

b. Fill in the blanks with the correct tenses of the verbs given in brackets : [5]

I went into the Administrative Block and (be) then(lead) into the office of the superintendent. He (sit) there, reading the newspaper. The large desk in front of him(pile) high with a great assortment of papers, most of which looked official and scientific, a heap of them partially (cover) the telephone.

As the superintendent (stand) up, I(see) that he was an immensely tall man. He (come) towards me and(stare) at me,(breathe) heavily through his nose.

6a. Rewrite the following sentences according to the instructions given in brackets : [5]

- (i) Amazing discoveries have been made by explorers. (begin with Explorers).
 (ii) It has not only lengthened life but it has deepened its quality. (Rewrite the sentence using 'besides')
 (iii) She said, "May I please have a glass of water?" (Rewrite using reported speech).
 (iv) She wrote his brother to come and visit her in London. (Correct the sentence if necessary)
 (v) The old man lives in small village in country. (Insert suitable articles if required)

b. Frame meaningful sentences with both words of each pair (any FIVE pairs) : [5]

foul : fowl

coop : coup

root : route
suit : soot
feat : fit

critic : critique
censor : sensor
cellar : seller

7a. Change the following sentences into more acceptable business language : [5]

- i. I want to have a cup of coffee.
- ii. Sit down.
- iii. I can't finish the work on time.
- iv. Pass me the yellow cover file.
- v. Attend the meeting at 9 : 30 in the morning.

b. Complete the conversation using your own information : [5]

David : Thank goodness! our examinations are over at last.

Meg : What a relief ! I hope

David : My ambition is to become a lawyer; and what is yours?

Meg :

David : It is a good profession. Does it pay you much?

Meg : It is also quite respectable.

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