

**BBS Second Year**  
**English**  
**Model Question 2024**

**Full Marks: 100**

**Pass Marks: 35**

**Time: 3 hours**

**Attempt all the questions.**

**Group A**

**1. Rewrite the following paragraph by supplying the appropriate words or phrases to complete a brief summary of Virginia Woolf's essay *Professions for Women*. (5 Marks)**

Virginia Woolf is \_\_\_\_\_ a group of women seeking employment in a workforce predominated by \_\_\_\_\_. She speaks of the struggle present for all women writers, and that is to break out of the \_\_\_\_\_ society has for women—being pure, and conservative, and sycophantic towards men without a mind of their own. This is a \_\_\_\_\_ that she was able to break, with great difficulty, in order to incorporate her own voice into her \_\_\_\_\_.

Answers of above question

a. men c. stereotypes d. barrier e. writing

**2. Siddhicharan Shrestha inspires the common people to move forward with the promising Nepal in his poem *New Nepal*. Are you optimistic about his vision? Explain briefly. (5 Marks)**

**Answer:** Yes, I am optimistic about his vision because his poem reflects the aspirations of a progressive Nepal, encouraging unity, perseverance, and national development. His poetic words serve as a motivation for citizens to contribute toward a prosperous future.

**3. E.B. White describes his experience in his personal essay *Once More to the Lake*. As he revisits a childhood lake in Maine, he transforms himself to find enjoyment in the journey. Explain briefly how the lake serves as the setting for both the author's past and present. (5 Marks)**

Answer: The lake represents a bridge between past and present, allowing White to relive childhood memories while experiencing them anew as an adult. The setting evokes nostalgia and helps him recognize the passage of time through his son's experiences, blending past and present emotions.

4. Phineas T. Barnum creates an optimistic energy that makes the listeners want to go right out and conquer the world in his lecture *Advertise Your Business*. Narrate how a sales representative's skill has been demonstrated in the text. Support your answer with an example of an advertisement you have watched, heard, read, or experienced. (10 Marks)

Answer: Phineas T. Barnum, in his lecture *Advertise Your Business*, emphasizes the power of effective promotion and persuasion, key skills that define a successful sales representative. A good sales representative must have confidence, communication skills, adaptability, and the ability to create a lasting impression on potential customers. Barnum's philosophy highlights the importance of marketing strategies that captivate an audience and persuade them to take action, similar to how a skilled salesperson interacts with clients to close a deal.

One of the primary skills demonstrated in the text is **persuasion**. Barnum insists that advertising should be engaging and memorable, ensuring that people remember a product or service. Similarly, a sales representative must persuade customers by highlighting the benefits of a product, addressing their needs, and building trust. Another crucial skill is **storytelling**. Barnum believed in creating a compelling narrative around a product to spark curiosity and enthusiasm, much like a salesperson who tells a compelling story about how a product can improve the customer's life.

An excellent example of this can be seen in Nike's "**Just Do It**" campaign. This advertisement goes beyond simply selling shoes; it inspires customers to push their limits, be active, and achieve their goals. The emotional appeal, strong messaging, and motivation behind the campaign demonstrate how an advertisement can influence purchasing decisions. Similarly, a skilled sales representative uses motivational language and emotional appeal to persuade customers.

In conclusion, Barnum's lecture highlights essential sales techniques that remain relevant today. Whether through advertising or direct sales, the ability to persuade, tell a story, and build customer trust are fundamental to success in business.

**OR**

The article *The Company Man* is about a workaholic employee, Phil. A workaholic is someone for whom work is a compulsion, one who takes the behavior of the workplace to an extreme, never has a quitting time, and sacrifices everything in life for the sake of a job. The company president, while attending Phil's funeral, mentioned that Phil's determination is irreplaceable. At that moment, Phil's wife was reluctant to maintain eye contact with the president, fearing that her bitterness and hatred for Phil would be reflected. Analyze what she must have acknowledged about the importance of nonverbal cues. Support your answer with evidence from the text and your own experiences. (10 Marks)

Answer: **The Company Man Analysis:**

Phil's wife, by avoiding eye contact with the president, reveals her emotions through nonverbal cues. Her reluctance signifies disappointment and regret over Phil's work-life imbalance. Nonverbal communication plays a crucial role in expressing emotions, often conveying more than words. Personal experiences also support the idea that unspoken gestures reveal underlying sentiments.

**5.** Gary Snyder believes that graceful conduct is often missing in human behavior in his essay *The Etiquette of Freedom*. Identify what modules a manager can learn from the essay. (10 Marks)

Answer: A manager can learn the importance of respect, self-discipline, ethical decision-making, and environmental consciousness from Snyder's essay. These values help in fostering a positive workplace culture, encouraging teamwork, and promoting responsible leadership.

**OR**

The story *The Use of Force* is written in a first-person narrative and does not use any quotation marks, making the dialogues inseparable from the narrator's own words. The doctor uses force against Matilda instead of persuading her. Likewise, the patient's parents also fail to persuade the

girl. One of the interpretations of the story is that it illustrates the consequences of failing to use effective language to persuade the receiver. Explain. (10 Marks)

**Answer:**

**The Use of Force Analysis:**

The story illustrates how failing to use effective communication can lead to conflict. Persuasion through language is crucial in achieving cooperation. The doctor and parents failed to communicate with Matilda effectively, leading to forceful intervention. Effective dialogue prevents resistance and fosters understanding.

6. *The Kiss* by Kate Chopin is a short story about a woman scheming to marry a wealthy man. The imagery in the first paragraph foreshadows the revelation that Nathalie is plotting to marry the good-natured but unattractive and rather foolish Brantain while maintaining an affair with Mr. Harvy. Above all, Nathalie thinks she can flirt with one man even after marrying another—but has to console herself with her new husband ‘and his million.’ As a business student, how do you relate the issue of gender and wealth to the story? (15 Marks)

**Answer:** The story reflects the societal influence of wealth on relationships. Gender roles often associate financial security with male dominance, compelling women to prioritize financial stability over love. This theme is still relevant today, where economic factors sometimes shape personal relationships.

**OR**

Susan Sontag, in her essay *Beauty*, advocates for 'inner beauty' (character, intellect, and vision), which is considered more important than 'outer beauty' (facial attraction or looks, physique, or body proportion), especially for women. Nepali society stereotypically teaches women to be fair and beautiful, which degrades women's dignity and makes them feel inferior. Every person should be competent, independent, and thoughtful to revive the ideal value of beauty and preserve their identity. What are your reservations about products that endorse women as objects

in advertisements to attract males? Support your answer with examples of advertisements from print, TV, vlogs, brochures, leaflets, or other media. (15 Marks)

**Answer:**

Products that endorse women as objects in advertisements to attract males can reinforce harmful stereotypes and perpetuate gender inequality. Such ads often portray women primarily for their physical appearance, reducing their worth to their looks or body. This objectification diminishes the value of women as competent individuals with intellect, skills, and agency. It directly contradicts the ideals of 'inner beauty,' which Susan Sontag advocates in her essay.

An example of this is seen in many beauty product advertisements, where women are shown as glamorous and seductive, often in a passive, submissive position. For instance, an advertisement for a perfume or fashion brand might feature a beautiful woman dressed in revealing clothing, gazing sensually at the camera, as if her primary role is to attract male attention. These ads typically send the message that a woman's value is based on her attractiveness and ability to capture the gaze of men.

In contrast, ads that highlight a woman's character, intelligence, and independence help break free from such restrictive norms. Dove's "Real Beauty" campaign, for example, promoted body positivity and featured women of all shapes, sizes, and ethnicities. It encouraged women to embrace their natural beauty, emphasizing self-esteem and confidence over superficial standards.

Furthermore, Nepali society, which often upholds the stereotype of fair and beautiful women, exacerbates these harmful notions. Advertisements for skin whitening products, which suggest that fair skin is an essential attribute of beauty, contribute to the perpetuation of unrealistic beauty standards. These ads reinforce the idea that women should be judged and valued based on their external appearance rather than their capabilities or individuality.

Ultimately, we must challenge such portrayals of women in advertisements and instead focus on empowering them as individuals with strength, intellect, and vision.

**Group B**

7. Define the following business communication terminologies or phrases. (5 Marks)

**a. Encoding:**

Encoding is the process of converting a message or information into a format that can be easily understood by the recipient. It involves the sender choosing appropriate words, symbols, or gestures to convey their thoughts clearly to the receiver.

**b. Stereotype:**

Stereotype refers to the oversimplified and generalized beliefs or assumptions about a particular group of people, based on characteristics such as race, gender, or nationality. These assumptions often lead to biased judgments and unfair treatment.

**c. Diversity:**

Diversity refers to the presence of differences within a given setting, particularly in a workplace or society. It includes aspects such as race, ethnicity, gender, age, religion, culture, and other unique traits that contribute to a range of perspectives and experiences.

**d. Visual aids:**

Visual aids are tools or resources used to enhance communication through visual elements, such as charts, graphs, diagrams, slides, or videos. They are used to make complex information more understandable and to engage the audience during presentations or discussions.

**e. Press release:**

A press release is an official statement issued to the media to announce news, events, or updates related to a company, organization, or individual. It is usually written in a formal and concise style, aiming to inform the public or journalists about important developments.

**8. Choose the best alternative for the following issues. (5 Marks)**

a. Effective business messages are \_\_\_\_\_.

i. entertaining, blunt, direct, opinionated, and persuasive

ii. practical, objective, concise, clear, and persuasive

iii. personal, clear, short, catchy, and challenging

iv. stuffy and unprofessional

b. \_\_\_\_\_ is not a skill that employers expect from employees.

i. Communicating effectively with people from diverse backgrounds

- ii. Using communication technologies efficiently
- iii. Managing time wisely and using resources efficiently
- iv. Commanding employees to follow orders

9. Prepare an outline for an oral presentation on the topic of *Digital Marketing*. Include your claim, at least three broader categories to support your argument, and subcategories. (6 Marks)

### **Outline for an Oral Presentation on Digital Marketing**

#### **Claim:**

Digital marketing is an essential tool for modern businesses, enabling them to reach larger audiences, increase brand awareness, and boost sales through various online platforms and strategies.

#### **Introduction:**

- Brief explanation of digital marketing
- Importance in the modern business world

### **I. Types of Digital Marketing**

#### **1. Search Engine Optimization (SEO)**

- On-page SEO
- Off-page SEO
- Technical SEO

#### **2. Content Marketing**

- Blogging
- Video content
- Infographics and podcasts

#### **3. Social Media Marketing**

- Platforms: Facebook, Instagram, Twitter, LinkedIn

- Organic vs. Paid strategies

## **II. Benefits of Digital Marketing**

### **1. Wider Reach and Audience Targeting**

- Global audience

### **2. Cost-Effectiveness**

- Compared to traditional marketing

### **3. Real-Time Analytics**

- Monitoring campaign performance

## **III. Digital Marketing Trends and Innovations**

### **1. Artificial Intelligence (AI) and Automation**

- Chatbots and customer service

### **2. Influencer Marketing**

- Collaborating with social media influencers

### **3. Voice Search and Video Marketing**

- The rise of voice assistants

## **Conclusion:**

- Recap of digital marketing's importance
- Encourage the adoption of digital marketing strategies for business growth

**10.** Assume that you work for the human resources department of a large bank that is attempting to reduce paper consumption. Write an email to bank employees encouraging them to submit ideas for a new employee awareness program. Workers should be encouraged to submit ideas on ways to reduce paper waste in return for cash prizes. (8 Marks)



From: [abccompany@gmail.com](mailto:abccompany@gmail.com)

To: [xyz@gmail.com](mailto:xyz@gmail.com)

**Subject:** Help Us Reduce Paper Waste – Share Your Ideas for a Greener Future!

Dear [Employee's Name],

I hope this message finds you well. As part of our ongoing efforts to create a more sustainable environment at [Bank Name], we are working towards reducing paper consumption across the organization. To make this initiative a success, we need your valuable input!

We are launching an employee awareness program aimed at promoting paper waste reduction, and we encourage all employees to submit their innovative ideas on how we can minimize paper usage in our daily operations.

**Incentives for Participation:**

To make things more exciting, we are offering **cash prizes** for the best suggestions. The most practical, cost-effective, and impactful ideas will be selected, and the winners will be recognized with a generous reward.

**How to Submit:**

Please send your ideas to [email address] by [deadline]. We are looking forward to your creative solutions on reducing paper waste and promoting a more eco-friendly workplace.

Thank you for your support and contribution to this important initiative.

Best regards,  
[Your Name]  
[Your Position]  
[Bank Name]

**11.** Write an actual letter of complaint to a hotel, restaurant, business, government agency, or educational institution. Explain why you are unsatisfied with the product or service and request a fair resolution.(8 Marks)

ABC Company  
Kathmandu Nepal  
Date: Dec21, 2024

Hotels, Government agencies and Educational Institution  
Nayabaneshow Kathmandu-04

**Subject:** Unsatisfactory Service During My Stay – Request for Resolution

Dear Sir/Madam,

I am writing to express my dissatisfaction with the service I received during my recent stay at your hotel from [date] to [date]. While I had high expectations based on the reviews and your reputation, I encountered several issues that I believe require your attention.

First and foremost, the room I was assigned to was not properly cleaned upon arrival. There were dust and stains on the furniture, and the bathroom had not been thoroughly sanitized. I immediately reported the issue to the front desk, but it took several hours before housekeeping addressed the situation.

Additionally, I had requested a quiet room during my booking, yet the noise level in my room was unbearable due to ongoing construction work in the building. I was not informed about this inconvenience prior to my arrival, and it significantly disrupted my stay.

I kindly request a full refund for the two nights I spent at your hotel, as the services provided were far from satisfactory. I also suggest that you review your internal processes to ensure such issues do not occur in the future.

I look forward to your prompt response and hope to hear from you soon regarding a resolution to this matter.

Sincerely,

[Your Name]

[Your Contact Information]

[Your Reservation Number]

## Group C

### 12. Read the given case and answer the following questions. (18 Marks)

The fact that millions of people spend billions of hours playing games on their mobile devices is not lost on companies looking for ways to enhance communication with employees and customers. Whether they feature skill, chance, or compelling story lines, successful games try to engage users intellectually and emotionally—just as successful business communicators try to do.

Gamification is the addition of game-playing aspects to an activity or a process with the goal of increasing user engagement, and it's a natural fit for social media and mobile devices. Foursquare's check-in competitions, in which the person who "checks in" using Foursquare the most times during a certain time window is crowned the "mayor" of that location, were an early use of gamification. Foursquare wasn't invented as a way for people to become imaginary mayors of places where they shop or eat, of course. It is an advertising platform that relies on user activity and user-generated content, and the game element encourages people to use the app more frequently.

Foursquare is a simple example of gamification, but other companies are pushing the concept in new ways to engage and motivate employees and other stakeholders. For example, Bunchball's Nitro software applies gamification concepts to a number of business communication platforms. On a customer-service system, the software rewards employees for increasing their productivity, meeting their service commitments to customers, and sharing knowledge with their colleagues. On several collaboration and brainstorming systems, gamification encourages people to make more connections, share ideas, and boost their influence within a community. Employee orientation systems can use game concepts to help new hires learn their way around the organization.

Gamification is also a key strategy for many companies trying to improve customer loyalty. Badgeville's Reputation Mechanics system, for example, boosts the profile of knowledgeable customers who share expertise on social media site and other online forums. By rewarding their product champions this way, companies encourage them to keep contributing their expertise, thereby helping other customers be successful and satisfied. Incidentally, if you are in the Millennial generation—those born between about 1981 and 1995—you're a special target of

gamification in the workplace and the marketplace, given your generation's enthusiasm for video games. Don't be surprised to find more gamified apps and systems on the job and everywhere you turn as a consumer.

### Questions

- a. Gamification is about influencing employee and customer behaviors in ways that benefit a company. Is this ethical? Explain your answer.
- b. Assume a company provides a job-search game app that helps you navigate your way through applying for a job, explore various job openings, and understand what it would be like to work there. Would the app make you feel more positively about the company, or would you find that using a game for this purpose would trivialize something as important as your job search? Explain your answer.

All the Best