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B.A./6th Sem (G)/ENG/23(CBCS)

2023

6th Semester Examination

ENGLISH (General)

Paper : SEC 4-T

[CBCS]

Full Marks : 40

Time : Two Hours

The figures in the margin indicate full marks.

*Candidates are required to give their answers
in their own words as far as practicable.*

[Business Communication]

Group - A

Answer any **five** questions from the following : $2 \times 5 = 10$

1. What are the requirements of a good business speaker?
2. Give the components of Business Communications.
3. What are the 7 Cs of communication?
4. What steps should be taken to ensure the success of a business meeting?
5. What is e-correspondence? Give two features of e-correspondence.

P.T.O.

6. Define Organizational Communication.
7. What is Politeness Theory?
8. Can a law enforcement organization be efficient without being effective?

Group - B

Answer any **four** questions from the following : $5 \times 4 = 20$

9. Why is it important to study Business Communication?
10. How will a business representative communicate effectively to ensure that he fully understands the needs of his customers?
11. Give five characteristics of effective business messages.
12. What are the barriers to effective business communication?
13. What are the features of a project report?
14. How will you cite references using bibliographical and research tools?

Group - C

Answer any **one** question from the following : $10 \times 1 = 10$

15. How will you, as a sales manager, write a direct business message to a leading store management for sales and promotion purpose?
 16. Write the minutes of a meeting of a business house for the purpose of inaugurating a new branch.
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OR

[Spoken English]

Group - A

Answer any **five** questions from the following : $2 \times 5 = 10$

1. Name the seven Cs of communication.
2. What do you mean by 'Broadcasting'? Mention any two forms of Broadcasting.
3. What is group discussion? Mention any two skills used in a group discussion.
4. What do you mean by 'job interview'? Mention any two skills that are necessary in job interview.
5. Define Voice Modulation.
6. Mention any two rules of interruption in civilized discourse.
7. Describe any one type of stress with examples.
8. Define alerting and warning.

Group - B

Answer any **four** questions from the following : $5 \times 4 = 20$

9. Describe the essentials of good communication.
10. What do you mean by weak forms in English rhythm? Explain with some examples.

P.T.O.

(4)

11. What do you mean by a debate speech? Describe the benefits of a debate.
12. What are the qualities an anchor should have?
13. Narrate your experience of reading a detective story that you have gone through recently.
14. Mention some advantages and disadvantages of public address.

Group - C

Answer any **one** question from the following : $10 \times 1 = 10$

15. What do you understand by oral communication? Point out the major barriers of good communication.
 16. What is telephonic conversation? Bring out some advantages and disadvantages of telephonic conversation.
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