

63/1 (SEM-5) SEC3/ENGSE5032

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(Held in 2023)

ENGLISH

Paper : ENGSE5032

(Business Communication)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

**1. Choose the correct answer from the
alternatives given below : 1×5=5**

**(a) Business correspondence plays an
important role in the**

(i) business life of nations

(ii) personal life

(iii) social life

(iv) international relations

- (b) Endnote is a
- (i) list of writing reports
 - (ii) list of informants
 - (iii) list of minutes writing
 - (iv) list of references, explanations or comments
- (c) Gesture is an example of
- (i) non-verbal communication
 - (ii) verbal communication
 - (iii) business communication
 - (iv) All of the above
- (d) Who wrote the book, *Business Communication*?
- (i) R. M. Nath
 - (ii) G. C. Datta
 - (iii) R. C. Bhatia
 - (iv) B. Choudhury
- (e) Minutes are associated with
- (i) personal meetings
 - (ii) official meetings
 - (iii) group discussions
 - (iv) election campaigns

2. Write very short answers to the following questions : 2×5=10
- (a) What is verbal communication?
 - (b) What do you mean by suffix?
 - (c) What do you mean by summarizing?
 - (d) What is a minute of resolution?
 - (e) What do you mean by citation?
3. Answer any *five* of the following questions : 5×5=25
- (a) Write a short note on various reference management tools.
 - (b) Write a short note on the importance of business language.
 - (c) Distinguish between minutes and reports.
 - (d) What is e-correspondence?
 - (e) Write a short note on the advantages of oral presentation.
 - (f) Write a short note on different audio-visual aids you can use to support your presentation.
 - (g) Write a short note on various parts of a business letter and their layout.

4. Answer any *one* of the following questions : 10

(a) What is business communication?
Discuss different types of business communication.

(b) Write a brief note on the characteristics of a good report.
