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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

(Turn Over)

(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.

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