



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

BBA(TAH) Programme 3rd Semester Examination, 2021

LCC1-P2-BBA(TAH)

BUSINESS LANGUAGE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. What is a Business Report? Write two points on reporting skills required for writing a Business Report. 1+2
2. Write three points on the significance of communication in Business Language. 3
3. Define "Essay". Write any two points that are needed to make an essay effective. 1+2
4. "Good writers are credible". Elaborate the statement. 3
5. Write three email etiquettes. 3
6. Explain three parts of a Business Letter. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. You are Amit/Aarti; write a cover letter for the position of Front Office Executive in Hotel Golden Petal. You are a fresher build the cover letter accordingly. (100-120 words) 6
8. Write three Do's and three Don'ts of Email Writing. 3+3
9. Explain the Structuring of an Essay. 6
10. Write a business proposal letter where you are Amit/Aarti; the Purchase Manager of your company "The Fit World" asking the Sales Manager of "Fitness Mart" for the quotation of their supply of protein powders, health drinks and gymming equipments. (100-120 words) 6

11. You are Amit/Aarti; write a complaint email to the Hotel Manager of Hotel Mayfair addressing about their poor customer service provided during your recent visit to the hotel. (80-100 words) 6
12. Define briefly about any six types of Business Letters. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Define Business Language. Explain in detail the concept of “Netiquette”. 5+7
14. What is the role of Recommendations in a Business Report? You are Amit/Aarti; write a report on the market sales analysis of a recently launched product of a smart phone. (100-150 words) 2+10
15. What is “Brainstorming” in Essay Writing? Write an essay on “the Growth of Online Marketing and its Profit”. (300-350 words) 2+10
16. State the importance of a Business Letter. Write eight points elaborating the importance of Business Language. 4+8

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