



UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 3rd Semester Examination, 2020

LCC1-BBA(TAH)

BUSINESS LANGUAGE

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any *three* questions from the following

20×3 = 60

1. Elaborate the term “Business language”. Write any five points stating the importance of Business Writing. Explain the concept of “Netiquette”. 7+5+8=20
2. What is Business Report Writing? Write five points on effective reporting skills. Write a business report on the market sales analysis i.e. in terms of profit or loss of the recently launched product of health drink brand. (100-150 words) 5+5+10=20
3. What is an Essay? Explain the structuring of an Essay. Write any two characteristics of an effective essay. Write an essay on “The contribution of Technology in the field of Education.” (300-350 words) 2+6+2+10=20
4. What do you understand by the term “Email Writing”? Write two Do’s and two Don’ts of Business email writing. You are Amit / Aarti write as email as a response to a job advertisement given on a search website “Find Job” for the position of Flight Attendant in “Fly High Airlines”. (80-100 words) 6+4+10=20

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