



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours/Programme 4th Semester Examination, 2022

SEC1-P2-ENGLISH

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

**The question paper contains GROUP-A and GROUP-B.
The Candidates are required to answer any *one* from the *two* groups.
Candidates should mention it clearly on the Answer Book.**

GROUP-A

BUSINESS COMMUNICATION

Answer any *four* of the following questions

15×4 = 60

1. What is communication? Discuss the role of technology in Business Communication.
2. What are the barriers to effective listening that can interfere with the communication process? How can one develop good listening skills?
3. How can the library be used as a research tool for doing research?
4. Briefly discuss the importance and different methods of citation in Business Communication.
5. As the director of a company, write a progress report on a continuing project specifying the following points:
 - nature of the project
 - details of the work completed
 - details of the work currently in progress and the expected completion date
 - anticipated problems and solutions.
6. Write a report as a sales manager of a company informing the management about the feedback on a recently launched product.
7. As Accounting Department manager, write an annual report of your company for the last financial year.

8. What is an annual business report? What are the important elements of a good annual report?
9. Define minutes of a meeting. What should the minutes of a meeting include?
10. Write the minutes of a meeting of the directors of an insurance company with the following agenda:
 - discussion on new insurance policy
 - measures for marketing
 - opening a new branch office
 - staff recruitment.

GROUP-B

TECHNICAL WRITING

Answer any four of the following questions

15×4 = 60

1. What do you understand by language? How is language different from other forms of communication?
2. What are the distinctive features of speech?
3. What are the differences between descriptive and expository style of writing?
4. What are the different ways in which non-verbal communication is used widely and effectively?
5. You have to write an article on the “Increase in Domestic Violence during the Pandemic 2020”. What will be the introduction and thesis statement?
6. Write a report for an English newspaper on the celebration of communal harmony week in your college.
7. Write an application for the position of an Assistant Manager in a company that has advertised for the same in an English newspaper recently.
8. As the cultural secretary of your college, write a notice on the organising of College Annual Day.

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