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63/1 (SEM-5) SEC3/ENGSE5032

2023

ENGLISH

Paper : ENGSE5032

( Business Communication )

Full Marks : 50

Pass Marks : 20

Time : Two hours

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

1. Choose the correct answer from the alternatives given below : **(any five)** 1×5=5
  - (a) An executive summary which concisely summarises all the ingredients of the reports can also be referred to as
    - (i) a bibliography
    - (ii) an appendix
    - (iii) a synopsis
    - (iv) a finding

Contd.

(b) In communication a medium is used to enable

- (i) transgression of the message
- (ii) translation of the message
- (iii) transmission of the message
- (iv) suppression of the message

(c) Most communication failures are caused because of what is known as :

- (i) Poise
- (ii) Choice
- (iii) Voice
- (iv) Noise

(d) Communication in an organization should ideally flow

- (i) From top to bottom
- (ii) From bottom to top
- (iii) both ways
- (iv) horizontally

(e) \_\_\_\_\_ is the main part of report.

- (i) Conclusion
- (ii) Description
- (iii) Recommendation
- (iv) References

(f) A memo is an example for

- (i) written communication
- (ii) internal communication
- (iii) external communication
- (iv) lateral communication

(g) Appropriate salutation for an application is

- (i) Dear Sir,
- (ii) My dear Sir,
- (iii) Sir,
- (iv) Sir Mr. X,



(h) A concise and accurate record of the proceedings at a meeting is called as

- (i) resolution
- (ii) invoice
- (iii) agenda
- (iv) minutes

(i) \_\_\_\_\_ is an important element in all business letters.

- (i) Signature
- (ii) Letterhead
- (iii) Salutation

(iv) Complementary close

(j) The minute books are the \_\_\_\_\_ book of the company.

- (i) statutory
- (ii) subsidiary
- (iii) obligatory
- (iv) secondary

2. Write very short answers to the following questions : (**any five**)  $2 \times 5 = 10$

(a) What do you mean by bibliography?

(b) What is nonverbal communication?

(c) What do you mean by minutes of meetings?

(d) What is intrapersonal communication?

(e) Write *two* features of a good business report.

(f) What is 'decoding' in communication?

(g) What is mass-communication?

3. Answer **any five** of the following questions :  $5 \times 5 = 25$

(a) Differentiate between verbal and nonverbal communication.

(b) What do you mean by business negotiation?

- (c) Mention the essential features of a good oral presentation.
  - (d) "Gestures also communicate." Discuss.
  - (e) What are the similarities between a sales letter and a circular letter?
  - (f) What is an 'executive summary'?
  - (g) What is 'e-correspondence'?
  - (h) Write a note on Persuasive letter.
  - (i) Distinguish between minutes and reports.
4. Answer **any one** of the following questions :  
10×1=10
- (a) Why is communication so important in a business organization?
  - (b) Discuss some features and benefits of e-correspondence.

- (c) You are Mr. Roshan, the sales manager of 'Brahma Home Appliances and Electronics', Kokrajhar. Draft a circular letter to dealers offering 'Dipawali' discount scheme.
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