

ACTIVITY ID/CODE: 1903088021

B.A. 6th Semester (Programme) Examination, October 2020

Subject: English

Course ID: 60310

Course Code: AP/ENG-604/SEC-4

Course Title: Business Communication

Full Marks: 20

Time: 1hour

The figures in the margin indicate full marks

Answer all the questions.

1. Answer *any two* of the following questions:

(10×2=20)

- a) Write a note on the impact of technology on Business Communication.
- b) Discuss the essential aspects of formal writing in Business communication.
- c) Discuss the principles and effectiveness of 'written communication' in business.
- d) Write a note on the essentials of 'meeting' in Business Communication.
- e) Suppose you want to start a small industry for manufacturing cotton hand bags. You need a loan amounting to Rs. 5 lakh to start the venture and you have to submit a project report to a bank for applying for a loan. Write a project report detailing the full project, the tentative cost, number of workers, and the profit that you expect.
- f) You want to visit a local industry. Write an email requesting the director of the industry to allow you to visit it

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX