

B.A. 5th Semester (General) Examination, 2023 (CBCS)

Subject : English

Course : SEC-3

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Attempt questions from either 'Group-A' or 'Group-B'

Group-A

Technical Writing

1. Answer *any five* of the following questions: 2×5=10
 - (a) What is visual communication?
 - (b) Where is memorandum used?
 - (c) What is the basic difference between formal writing and informal writing?
 - (d) What is communicative competence?
 - (e) What is a manual?
 - (f) What do you mean by 'agenda' in a formal meeting?
 - (g) What is the purpose of notice writing?
 - (h) What is code-mixing in communication?

2. Answer *any two* of the following questions: 5×2=10
 - (a) Discuss the major differences between writing and speech.
 - (b) What are the four primary functions of communication?
 - (c) What are the common errors committed while writing a technical document?
 - (d) What are the functions of a handbook?

3. Answer *any two* of the following questions: 10×2=20
 - (a) What are the key factors for effective communication?
 - (b) Write a formal report on a survey that you have conducted on the issue of ragging in higher educational institutions.

- (c) You are the Secretary of the Green Club of your institute. Issue a notice to all the members and staff mentioning that use of plastic is banned inside the campus.
- (d) What is the objective of an instruction manual? What are the steps one should follow and what are the common errors one should avoid while writing a manual?

Group-B

Business Communication

1. Answer *any five* of the following questions: 2×5=10
- (a) What is the role of communication in the management of business?
 - (b) Distinguish between formal and informal communication.
 - (c) Why is accuracy the most important element in a business report?
 - (d) What is a bibliography?
 - (e) What is the full form of "e-mail"? Mention two advantages of e-mail.
 - (f) What are the different types of minutes?
 - (g) What is the purpose of a presentation?
 - (h) Mention any two presentation skills.
2. Answer *any two* of the following questions: 5×2=10
- (a) "Communication is the life blood of any organization." Elucidate.
 - (b) What is consensus? Discuss its merits and demerits.
 - (c) What are the etiquettes one should follow while sending or receiving e-mails?
 - (d) Briefly describe the steps involved in designing a presentation.
3. Answer *any two* of the following questions: 10×2=20
- (a) Discuss the characteristics of a good communication system.
 - (b) Explain the characteristics of a good presentation.
 - (c) Write an e-mail to the manager of a bank requesting for a statement of your bank account.
 - (d) Draft a report, as a Sales Manager of your company on increasing competition from rival enterprises and suggestions to overcome it.
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