



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 4th Semester Examination, 2023

**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 Booklet.**

**GROUP-A**

**BUSINESS COMMUNICATION**

1. Answer any *one* of the following questions: 12×1 = 12
  - (a) Discuss the importance of communication in a business organization.
  - (b) How does non-verbal communication play a significant role in business communication?
  - (c) Critically comment on formal and informal business communication.
  
2. Answer any *six* of the following questions: 8×6 = 48
  - (a) What are the advantages of research in business communication?
  - (b) Bring out the relevance of documenting and citing sources in business communication.
  - (c) Write the structure of a formal project report in proper sequence and order.
  - (d) Write a report on a weeklong training project held in your college on 'Soft Skills and Stress Management'.
  - (e) Briefly describe the chief components of a report on an industrial visit.
  - (f) What are the major areas of observation that a person should include in the report of a field work carried out in a village on the education of the girl child?
  - (g) As a director of a publishing house, summarise the annual report for the last financial year.
  - (h) Highlight the key points that need to be included while summarising the annual report of a company.
  - (i) As the Sports Secretary of your college you attended a meeting with your Principal and the members of the Sports Committee. Write the minutes of the meeting.
  - (j) Why is it necessary to take minutes of every meeting?

- (k) Write an e-mail to a travel agency to seek information on their holiday packages to Kerala.
- (l) Write an e-mail congratulating your colleague on his/her winning the award for the 'Employee of the Year'.

**GROUP-B**

**TECHNICAL WRITING**

1. Answer any **four** of the following questions: 10×4 = 40
- (a) Discuss the distinctive features of writing.
  - (b) Briefly discuss the significance of speaking, reading and writing skills in technical communication.
  - (c) What are the cultural barriers to effective communication?
  - (d) What are the characteristics of narrative writing?
  - (e) "Everyone should get internet for free." — Argue for or against this statement.
  - (f) Write the introductory paragraphs, within 350 words, of an essay on 'Technical writing is audience-centered'.
  - (g) What makes formal writing different from informal writing?
  - (h) Write a letter to your friend discussing your future career plans.
  - (i) Define a memorandum. Provide some guiding points towards drafting of an effective memorandum.
2. Answer any **four** of the following questions: 5×4 = 20
- (a) Being a secretary of a local club write a notice informing the members of a picnic to be organised by you.
  - (b) What are the steps to be followed while writing a user manual?
  - (c) Write a letter to the principal of your college requesting to grant you a full fee concession.
  - (d) Write a short note on linguistic unity.
  - (e) As Secretary of the Cultural Committee of your college, write the minutes of a meeting held to discuss the annual cultural programme.
  - (f) Why is the thesis statement often considered to be the most important part of research writing?
  - (g) How significant is the listening skill in terms of an effective communication?
  - (h) What do you understand by technical communication?
  - (i) How can one communicate without using any verbal language?

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