



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
B.A. Programme 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) Explain the various dimensions of business communication.
  - (b) How can one remove communication barriers?
  - (c) Explain the nature and purpose of listening, in communication. What is the significance of effective listening?
  
2. Answer any ***six*** of the following questions: 8×6 = 48
  - (a) Briefly define the following with suitable examples:
    - (i) Citations
    - (ii) Reference List
  - (b) List the guidelines for Project Report writing.
  - (c) As a health inspector, you have been asked to undertake a survey of the management of polio vaccination in your locality. Prepare a project report for the same.
  - (d) You have recently undertaken a field survey to understand the increased failure rate in offline exams conducted at your college. Write a field report.
  - (e) Imagine you are the Regional Manager of an organisation. There has been an accident in the godown of your factory. Write a report about the accident, mentioning the reasons.
  - (f) As an Accounting Department manager, write an annual report of your company for the last financial year.
  - (g) How to effectively write an annual report, summarising the important activities a company has undertaken in one financial year?
  - (h) The Executive Committee of the Singtam Industrial Corporation, Singtam, held its 5<sup>th</sup> Meeting on 1<sup>st</sup> February 2023, regarding the appointment of two peons. As the Secretary of the body, write the minutes of the meeting.

- (i) Draft the minutes of the first Board Meeting of Popular Prakashan Ltd., Kolkata, over the appointment of Mr. Dastidar as secretary and other concerns.
- (j) What are the advantages and disadvantages of electronic mail (e-mail)?
- (k) How is Bibliography important as a research tool?
- (l) As a representative of the eco club of your college, write an e-mail to the members of the club asking them to join a cleaning drive in the nearby forest area.

### GROUP-B

#### TECHNICAL WRITING

1. Answer any **four** of the following questions: 10×4 = 40
- (a) Analyse the role of language and information for effective communication.
  - (b) Write short notes on:
    - (i) Cultural barriers in communication
    - (ii) Effective listening.
  - (c) What are the components of a good thesis introduction?
  - (d) “Everyone should get internet for free.” — Argue for or against this statement.
  - (e) Bring out the differences between speech and writing.
  - (f) Argue the importance of a conclusion in a thesis.
  - (g) As the Principal of your school, draft a notice for all the students informing them that the sports club will be conducting a sale of old sports goods in the school premises the next day.
  - (h) Write a report for an English newspaper on the topic “Children are more depressed than they used to be”.
  - (i) Draft the minutes of the meeting with your college principal about the do-s and don’t-s at the forthcoming college socials. You are Amrita Oraon, the President of the College Union.
2. Answer any **four** of the following questions: 5×4 = 20
- (a) What is non-verbal communication? Explain with examples.
  - (b) Write a short note citing the distinct features of writing.
  - (c) How important is the brainstorming stage in the selection of a topic?
  - (d) Write a critical note on descriptive form of writing.
  - (e) What significance does linguistic unity have in written communication?
  - (f) What are the key differences between formal and informal writing?
  - (g) Write a short note on the essentials to keep in mind while writing a report.
  - (h) What are the common errors that should be avoided in technical writing?
  - (i) Write briefly on the importance of listening in communication.

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