



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 3rd Semester Examination, 2023

LCC1-BBA(TAH)
BUSINESS LANGUAGE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. State any three principles of Business Writing. 1+1+1
2. What are the elements of Business Email? 3
3. What is Business Report? 3
4. What is the importance of ‘Courtesy’ in Business Writing? 3
5. Briefly define three points to show the significance of communication in Business. 3
6. What is Business Writing? 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What are the characteristics of an effective essay? 6
8. You are Tarun / Taniya, an employee of Grand Hotel. Write an email in response to a customer’s complaint regarding poor customer service provided during his / her stay in the hotel. (80-100 words) 6
9. What are the objectives of a Business Report? 6
10. You are Tarun / Taniya; Write a cover letter for the position of Front Office Executive in Hotel Golden Plaza. You are a fresher, build the cover letter accordingly. (100-120 words) 6
11. Write three Do’s and three Don’ts of Email writing. 3+3
12. Explain the parts of an ‘Essay’. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Explain the structure of a formal Report. 12
14. A shopping mall to be opened in your city. As a sales manager analyze the shopping brands and outlets. Make a report recommending which are best to choose according to market analysis. 12
15. State the significance of Essay Writing. 12
16. Write an essay on “the role of Online Communication in Business”. (300-350 words) 12

—x—