



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 3rd Semester Examination, 2022

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. What is a Business Letter? 3
2. Describe any two types of Essays. $1\frac{1}{2} + 1\frac{1}{2}$
3. What do you understand by Business Email? 3
4. Describe any three parts of a Business letter. 3
5. Briefly define three points to show the significance of communication in Business. 3
6. "Business writing conveys courtesy" — Elaborate this statement. 3

GROUP-B

Answer any *four* questions from the following

6×4 = 24

7. Write three Do's and Don'ts of Email writing. 3+3
8. Write a letter to "The IT World Company" for ordering Laptops, fax machines and printers which you want to buy for your own store. (120-150 words) 6
9. What is Business Report writing? Describe any four essential reporting skills required for effective report writing. 2+4

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| 10. | Write a cover letter for the position of Guest Relations Executive in Hotel Mayfair, Delhi along your C.V. | 6 |
| 11. | Describe the structuring of an Essay. | 6 |
| 12. | Write a complaint email to the customer service manager of “Fly High Airlines” addressing about their poor customer service provided to you during your recent flight. | 6 |

GROUP-C

Answer any *two* questions from the following

12×2 = 24

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| 13. | What is “Brain storming” in Essay writing? Write an essay on “Excellent Customer Service leads to High Business Growth”? | 2+10 |
| 14. | Define Business Language. Write any seven points to state the importance of Business writing. | 5+7 |
| 15. | Write a business report on the market sales analysis of a recently launched food product by your company. | 12 |
| 16. | What do you understand by the term “Netiquette”? Write any ten rules of Netiquette. | 2+10 |

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