



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 2nd Semester Examination, 2022

SEC21-RETAIL MANAGEMENT (2.1)

BUSINESS COMMUNICATIONS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions: 3×4 = 12
- (a) Define the term communication.
 - (b) Define the term minutes.
 - (c) Explain the meaning of the final draft.
 - (d) Define the term bibliography.
 - (e) What do you mean by the term sending quotations?
 - (f) Briefly explain the importance of reports.

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Define the term agenda. What are the procedures of the agenda?
 - (b) What are the different types of Reports?
 - (c) Explain the term adjustment letter.
 - (d) Define the term curriculum vitae. What should a curriculum vitae contain?
 - (e) What are the requisites of the notice of a company meeting?
 - (f) Explain the features of good business writing.

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) Define the term communication and briefly discuss the barriers to communication.
 - (b) Define the term sales letter. Briefly explain the various parts of a sales letter.
 - (c) Draft a letter to the supplier complaining about the inferior quality of goods supplied and asking for a suitable remedy.
 - (d) What are the steps of business report writing? Explain briefly.

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