

B.A. 4th Semester (Honours) Examination, 2022

ENGLISH

Course ID: 40315

Course Code: AH/ENG/405/SEC-2

Creative Writing and Business Communication

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer all the questions.

1. a) Comment critically on the major components in writing a detective story. **1x10=10**

Or

- b) A person is comatose. S/he cannot react but still understands the outside world. Voices of family and friends are familiar, but the patient cannot attach names to the voices. S/he has lost this capacity. Write a narrative from his/her point of view.

2. (a) Write a detailed essay on formal communication in business. **1x10=10**

Or

- (b) Discuss the importance of non-verbal communication in business.

3. (a) Write a review of a film that you have recently watched. **1x10=10**

Or

- (b) What is blog writing? What content will you choose to focus on when you design your personal blog?

P.T.O.

Unit-II

4. Answer *any five* of the following questions:

5x2=10

- (a) When and where did creative writing start as a separate course of study?
- (b) Define the personal essay.
- (c) What is the difference between image and symbol?
- (d) How far could creative writing act as therapy?
- (e) Which aspects of poetry may be taught in a classroom?
- (f) What is code-mixing?
- (g) What constitutes horizontal communication?
- (h) Mention two merits of written communication.
- (i) What is the most important aspect of business communication?
- (j) Mention any two principles of effective communication.

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