

B.A. 6th Semester (Programme) Examination, 2022

ENGLISH

Course ID: 60310

Course Code: APENG-604/SEC-4

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) What constitutes business communication and its different elements? Detail the methods of business communication. **1x10=10**

Or

- b) Discuss the advantages and disadvantages of written communication.

2. a) Suppose you work in the marketing department of a mobile company and have conducted a market survey on an Android mobile that your company is about to introduce shortly. Write a project report on the market survey. **1x10=10**

Or

- b) Describe in detail the steps to prepare an effective project report.

3. a) Suppose you work in the sales department of a company manufacturing Air Conditioners. Write a proposal letter to the Manager of a prospective client company encouraging him/her to purchase ACs from your company. **1x10=10**

Or

P.T.O.

b) Write the minutes of a meeting about a field trip organized by the employees of a company in order to do market research for their business.

4. a) As an employee of a multinational company, send an email responding to the grievances detailed by a consumer regarding services rendered post-sale by your company. **1x10=10**

Or

(b) As the CEO of a company, write an email to your employees to join an important meeting in order to discuss the newly formulated business strategies of the company.

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