



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY
Question Paper

B.A. General Examinations 2022

(Under CBCS Pattern)

Semester - VI

Subject : ENGLISH

Paper : SEC 4-T

Full Marks : 40

Time : 2 Hours

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

The figures in the margin indicate full marks.

Business Communication

1. Answer any *two* of the following questions : 10×2=20
- (a) What do you mean by business communication? Explain its objectives.
- (b) What measures are taken to overcome the barriers to effective business communication?
- (c) Write a note on the role of e-mail and video conferencing in business communication.
- (d) Prepare a report on your visit to a business house.
2. Answer any *four* of the following questions : 5×4=20
- (a) Give the components of business communication.
- (b) Give your idea about different types of project reports.

- (c) What steps should be taken to ensure the success of a business meeting?
 - (d) What is e-correspondence? Give two features of e-correspondence.
 - (e) Mention the guidelines usually followed in drafting the annual report of a business concern.
 - (f) How would you, as a sales manager, write a business message to a leading stores management for sales and production purposes?
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Vidyasagar University

Or,
Paper - SEC 4-T
Spoken English

Full Marks : 40

Time : 2 Hours

1. Answer any *two* of the following questions : 10×2=20

- (a) How do you define oral communication? Describe the seven C's of communication.
- (b) What are the common barriers to effective communication? Describe the ways to overcome those barriers.
- (c) Give a description of the rules of interruption in civilized discourse.
- (d) What do you mean by a Group Discussion? What are the Do's and Don'ts in a Group Discussion ?

2. Answer any *four* of the following questions : 5×4=20

- (a) Point out the differences between speech and writing.
 - (b) Define intonation. Why is intonation necessary ?
 - (c) Point out the different stress-patterns in English language.
 - (d) What are the basic communication skills required to face an interview?
 - (e) Narrate your experience of watching a movie that you have enjoyed.
 - (f) Write an imaginay conversation between you and a traffic inspector regarding traffic jam.
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