

3 (Sem-6/CBCS) ENG SE

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ENGLISH

(Skill Enhancement Course)

Paper : ENG-SE-6014

(Business Communication)

Full Marks : 50

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following as directed : 1×4=4

(a) The person who transmits the message
in a communication is called ____.

(Fill up the blank)

(b) What is a verbal communication?

(c) Write the full form of MLA style of
citation.

(d) I agree with/to his proposal.

(Choose the correct option)

(2)

2. Answer the following questions : $2 \times 3 = 6$

(a) What is upward communication?

(b) sender $\rightarrow$ encoding $\rightarrow$ message $\rightarrow$ _____
 $\rightarrow$ receiver $\rightarrow$ response $\rightarrow$ _____.

(Fill up the blanks)

(c) What is haptics?

3. Answer any *two* of the following questions : $5 \times 2 = 10$

(a) "Too much of informal communication in work space may negatively impact productivity." Explain.

(b) Discuss briefly the difference between a CV and a Bio-data.

(c) Write the significance of non-verbal communication in public speaking.

(d) You are a manager of a company. One of your employees is retiring today. You have to deliver a very small speech in the farewell meeting organized by the company to honour the dedicated service of the employee. Prepare a speech within two hundred words.

4. Answer the following questions : 10×3=30

- (a) Discuss various types of communication.

Or

Analyze the importance of communication for the success of business ventures and companies.

- (b) What are the important aspects of an effective presentation? Discuss in detail.

Or

You are the service manager of BETA automobile company. You need a skilled supervisor in your service centre. Write an official letter to the Director of the HR department of your company to appoint a supervisor in your service centre mentioning educational qualification and experience required for the post.

- (c) Do you think group discussion is an integral part of corporate communication? Discuss by highlighting the essential components of a group discussion.

Or

How do the rise of network communities and social media have changed the patterns of communication? Write a well reasoned answer.
