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**2<sup>ND</sup> SEMESTER EXAMINATION, APRIL-2005**

**BUSINESS COMMUNICATION IN ENGLISH**

**Full Marks-70**

Time- 3 Hours

*The figures in the right hand margin indicate full marks for the questions.*

*Answer Question no 1 which is compulsory and any five from the rest*

1. Answer in a sentence or two 2 X 10
- a. Write a topic sentence on development being a victim of environment.
  - b. Join two sentences using yet.
  - c. What does the summary of a report contains.
  - d. What does the conclusion of a business proposal give.
  - e. Improve the following in a business letter  
Awaiting your further order.
  - f. How is email more convenient than telephone?
  - g. Why is chronological CV not recommended if your career has had ups & downs.
  - h. What is the chair person expected to do in a meeting.
  - i. What may be the purposes of a presentation?
  - j. Why is an interview sometimes called a personality test.

2. 5 X 2

3. 5 X 2
- a. Write a topic sentence for a paragraph on people being obsessed with cricket in India.
  - b. What are the items the cost estimate of a business proposal should cover.
4. 5 X 2
- a. As the sales manager of a business firm, write a letter to a customer apologizing for the defective goods supplied and offering compensation.
  - b. Prepare an appropriate bibliography of the following :  
Business matters, John Worshley, 1983, Cassel, London.  
The Da Vinci Code, Dan Brown, 2003, Double day, NewYork
5. 5 X 2
- a. Highlight your skill & experience in a functional CV.
  - b. What are the points you should keep in mind while preparing a press release.
6. 5 X 2
- a. The finance Minister has proposed a tax on withdrawal of Rs. 10000/- or more from a bank in a day. Draft a resolution demanding the scrapping of the plan.

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b. Imagine an interview you have faced, and describe how it went in the first five minutes.

d. What is an interpretative report.

2.5

6.

2.5 X 4

- a. Change the following problem statement into a statement of purpose : Growing number of high rise buildings will create water & sanitation problems.
- b. What do you mean by a report's terms of reference.
- c. Why should you order the points in note?
- d. Some people object to salutation like " Dear sirs" and 'gentlemen' in business letters. Why.

7.

2.5 X 4

- a. How do public relations differ from propaganda.
- b. What do you emphasize in your letter of application.
- c. How would you make text reference in the auther date system for T S Eliot 1921.
- d. What is a vote of thanks.

8.

- a. Why do we need to keep minutes of proceedings of a meeting. 2.5
- b. How is a whiteboard useful in making a presentation. 2.5
- c. In an interview how would you handle difficult questions. 2.5