

UG/4th Sem (G) / 22 (CBCS)

U.G. 4th Semester Examination 2022

ENGLISH (General)

Paper Code : 404 ENGG - SEC-2

(Business Communication)

(CBCS)

Full Marks : 32

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Unit - 1

1. Write short notes on any *two* of the following in about 150 words each : 4×2=8
- (a) Barriers to effective communication
 - (b) Grapevine communication
 - (c) Downward communication
 - (d) Body language
 - (e) Social Media

Unit - 2

2. Draft the minutes of a meeting from any one of the given particulars : 8×1=8
- (a) A meeting of Raigaunj Udayan Club was held on 01.12.2021 at the club's office at 3 pm and the following matters were discussed :
- (i) Distribution of warm clothes and blankets among the poor
 - (ii) Budget
 - (iii) Collection of funds for the programme
 - (iv) Date and venue
 - (v) Miscellaneous

[P.T.O.]

(b) A meeting of Malda District Book Fair Committee was held on 03.01.2022 at the Durgakinkar Sadan, Malda, at 11 am, and the following matters were discussed :

- (i) Venue and dates of the Malda District Book Fair 2022
- (ii) Opening the tenders for the book stalls
- (iii) Writers to be invited as guests
- (iv) Issuing advertisements and posters

Unit - 3

3. Draft the reply e-mail to any one of the following emails :

4×1=4

(a)

Dear Miss Dutta,

Thank you for conveying your avid interest in joining our bank. I have reviewed your application and CV and am quite impressed by your academic record. However, I solicit further clarifications regarding the following from your end —

1. Are you applying simultaneously elsewhere for the same job?
2. Do you have any experience in the e-banking field?
3. Can you operate e-banking software? If not, would you agree to attain a fully financed training for three months in Baroda Commerce College, Baroda?

Kindly respond to this mail at your earliest convenience.

Thanks again, Miss Dutta, for your interest in our bank.

Cordially,

J.K. Das
Branch Manager,
Axis Bank, Duttapukur Branch,
Kolkata

(b)

Dear Mr. M. Ali,

Thank you for your interest to join hands with our company. I, on behalf of my company, have reviewed your request for the issuance of the 'Dealership's License for JP Cement'. Before the issuance of the same, you are requested to clarify the following :

[P.T.O.]

1. If you opt to receive the Dealership's License of our company, you will be liable to our company and cannot purchase any other cement company's dealership's licence. If you do so, your contact with us will be terminated. Do you comply with this condition?
2. Will you agree to deposit Rs. 500000 (rupees five lakhs only) as a 'Security Revenue' to our company?
3. Is the storeroom adjacent to your shop? What is the dimension of your storeroom?
4. Would you agree to pay the delivery charge for each supply separately? Kindly respond to this mail at your earliest convenience.

Regards

Bhaswati Chakrabarty
Junior Sales Manager,
JP Cement Ltd.
Kolkata-64

4. Correct the error in any *eight* of the following sentences : $\frac{1}{2} \times 8 = 4$
- (a) The students were not interested in the lesson because it was bored.
 - (b) Go quickly if you wants to buy that last pair of shoes.
 - (c) It is a tough decision for make.
 - (d) An image can tell a story better on words.
 - (e) I have been working on this project to the last three months.
 - (f) He is a MA in English.
 - (g) What you know about Mahatma Gandhi?
 - (h) Neither he and his brother wants to go to the market.
 - (i) To who should I send the invitation?
 - (j) He gave me an one rupee note.
 - (k) She is an university student.
 - (l) He goes to school in bus.
 - (m) I prefer coffee than tea.
 - (n) I shall go to home when he comes.

- (o) Its a holiday.
- (p) She wish to play cricket for the national team.

Unit - 4

5.

8×1=8

- (a) Asha, an NGO, had organized a campaign to provide free training on operating sewing machines and garment making to women of Jodanga village, Malda district. Write a project report mentioning the following points:

- (i) Aim of the campaign
- (ii) Duration of the campaign
- (iii) Allocated budget and expenditure
- (iv) Number of participants
- (v) Future scopes for the trainees

Or;

- (b) Write a project report for the Board of Directors of Surya Fertilizer Company about setting up a fertilizer production factory at Gazole, Malda District, mentioning the following points :

- (i) Aim and Scope
 - (ii) Resources and Transportation
 - (iii) Investment
 - (iv) Timeline and Targets
 - (v) Risk factors
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