

3 (Sem-6/CBCS) ENG SE

2025

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 : $1 \times 4 = 4$

(a) A person who receives the message in a communication is called ____.

(Fill in the blank)

(b) What is non-verbal communication?

(c) A letter to the Editor of a newspaper is an informal communication.

(State True or False)

(d) I prefer tea than/to coffee.

(Choose the correct option)

2. Answer the following questions :

2×3=6

- (a) What is downward communication?
Give an example.
- (b) What is barrier of communication? Give
two examples.
- (c) Name two styles of citation.

3. Answer any *two* of the following questions :

5×2=10

- (a) Write briefly on the importance of
feedback in business communication.
- (b) Highlight the key aspects of group
discussion.
- (c) Write briefly on the difference between
formal and informal communication.
- (d) You are the HR Manager of a company.
You have to deliver a speech in a
programme organised by the female
employees of your company on the
occasion of International Womens' Day.
Prepare the speech within two hundred
words.

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

- (a) What do you understand by communication? Write a comprehensive note on the difference between verbal and non-verbal communication using a few apt examples.

Or

What is personal interview (PI)? Discuss six ways of being successful in PI.

- (b) You are the manager of a corporate house. Your organization has organised a marathon run to promote physical and mental health. Prepare a report on the event (within 350 words).

Or

What do you understand by oral presentation? Is spoken English an important aspect of oral presentation? Give a well-reasoned answer.

- (c) Do you think technology helps in improving communication? Discuss.

Or

Under the Chairmanship of the District Commissioner of your district a meeting of Disaster Management Authority took place. The head of various government departments as well as representatives of civil society and NGOs were present in the meeting and took active part in the discussion. Prepare the minutes of the meeting within 500 words.

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