

**B.A. 5th Semester (General) Examination, 2022 (CBCS)**

**Subject : English**

**Course : SEC-3**

**Time: 2 Hours**

**Full Marks: 40**

*The figures in the margin indicate full marks.*

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

*Attempt questions from either 'Group A' or 'Group B'*

**Group A**

**Technical Writing**

1. Answer *any five* of the following questions: 2×5=10
  - (a) What is communication?
  - (b) What is non-verbal communication?
  - (c) What is formal communication?
  - (d) What is the basic difference between speech and writing?
  - (e) How do you write an effective meeting agenda?
  - (f) What is a memo used for?
  - (g) What is manual writing?
  - (h) What should a handbook contain?
  
2. Answer *any two* of the following questions: 5×2=10
  - (a) Discuss the various strategies for making a speech effective.
  - (b) What are the different kinds of reports?
  - (c) In formal writing what are the common errors a writer should avoid?
  - (d) What is the format for writing a notice?
  
3. Answer *any two* of the following questions: 10×2=20
  - (a) What makes technical writing different from other kinds of writing?
  - (b) As the Cultural Secretary of the college, you attended a meeting with the Principal for conducting 'Fresher's Welcome'. Write the minutes of the meeting.

- (c) Write a letter to the editor of an English newspaper expressing concern over increasing addiction to electronic gadgets among the youth.
- (d) Lodge a General Diary (GD) at the local Police Station about the loss of your class X board examination mark sheet.

**Group B**

**Business Communication**

1. Answer *any five* of the following questions: 2×5=10
- (a) Mention two purposes of business communication.
  - (b) Distinguish between internal and external communication.
  - (c) What constitutes the communication cycle?
  - (d) Briefly explain *any two* : (i) Communication Channel (ii) Feedback (iii) Brain Drain.
  - (e) What is grapevine communication?
  - (f) What do you understand by minutes of a meeting?
  - (g) Mention two purposes of writing the minutes of a meeting.
  - (h) Why are oral presentations important?
2. Answer *any two* of the following questions: 5×2=10
- (a) What is the significance of efficient communication in a business organisation?
  - (b) (i) What are the characteristics and purpose of a good report?
- Or,*
- (ii) What do you understand by research tools in the context of business communication?
  - (c) What is e-correspondence? Why is it useful in business communication?
  - (d) Why is it important to rehearse before making an oral presentation?
3. Answer *any two* of the following questions: 10×2=20
- (a) Discuss the principles of effective communication.
  - (b) What do you understand by semantic and socio-psychological barriers of communication?
  - (c) Outline the components of the body of a project report.
  - (d) Write an e-mail to a prospective business partner stating your desire to start a business.
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