

2ND 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 : 2×10

- (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 contain ?
- (d) What does the conclusion of a business proposal give ?

P.T.O.

(e) Improve the following in a business letter :  
Awaiting your further orders.

(f) How is email more convenient than the telephone ?

(g) Why is a chronological CV not recommended if your career has had ups and downs ?

(h) What is the chairperson 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. (a) Write a topic sentence for a paragraph on people being obsessed with cricket in India.

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(b) What are the items the cost estimate of a business proposal should cover ?

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3. (a) As the sales manager of a business firm, write a letter to a customer apologising for the defective goods supplied and offering compensation.

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(b) Prepare an appropriate bibliography of the following :

5

Business Matters, John Worsley, 1983, Cassell, London.

The Da Vinci Code, Dan Brown, 2003, Doubleday, New York.

4. (a) Highlight your skills and experience in a functional CV.

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(b) What are the points you should keep in mind while preparing a press release ?

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5. (a) The Finance Minister has proposed a tax on withdrawal of Rs.10,000/- 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.

5

6. (a) Change the following problem statement into a statement of purpose : Growing number of high-rise buildings will create water and sanitation problems.

$2\frac{1}{2}$

(b) What do you mean by a report's terms of reference ?

$2\frac{1}{2}$

(c) Why should you order the points in notes ?

$2\frac{1}{2}$

(d) Some people object to salutation like 'Dear  
Sirs' and 'Gentlemen' in business letters.

Why ?

$2\frac{1}{2}$

7. (a) How do public relations differ from propa-  
ganda ?

$2\frac{1}{2}$

(b) What do you emphasize in your letter of  
application ?

$2\frac{1}{2}$

(c) How would you make text reference in the  
author-date system for T.S.Eliot, 1921 ?

$2\frac{1}{2}$

(d) What is a vote of thanks ?

$2\frac{1}{2}$

8. (a) Why do we need to keep minutes of proceed-  
ings of a meeting ?

$2\frac{1}{2}$

(b) How is a whiteboard useful in making a  
presentation ?

$2\frac{1}{2}$

(c) In an interview, how would you handle  
difficult questions ?

$2\frac{1}{2}$

(d) What is an interpretative report ?

$2\frac{1}{2}$