



## M.A. IV Semester Degree Examination, October - 2023

### ENGLISH (GEC)

#### Business Communication

#### (NEP)

Time : 1 Hour

Maximum Marks : 30

**Note :** Answer the following questions

#### SECTION - A

- I. Answer the following questions : **5x1=5**
1. (a) What is meant by Business letters ?
  - (b) What are the types of Communications ?
  - (c) What is the difference between complaint letters and persuasive letters ?  
Mention any two differences.
  - (d) What is Jargon in Business letters ?
  - (e) What is meant by Modified Block Layout in business letters ?

#### SECTION - B

- II. Answer **any five** of the following questions. Each carries **two** marks. **5x2=10**
2. Explain different types of group Discussion.
  3. What are the 4 stages of Public Speaking ?
  4. Write a note on Public Speaking.
  5. What is meant by Seminar ? Mention any two uses.
  6. Mention any two differences between Presentation and Seminar.
  7. What is an Interview ? Why is it conducted.
  8. Mention three formats of business letters.



**SECTION - C**

**III.** Answer **any three** of the following questions. Each carries **five** marks. **3x5=15**

9. What is effective listening? Differentiate between effective and Ineffective listening.
10. Elaborately explain the formats of the business letters?
11. What are the different types of Interviews? Explain broadly.
12. Write a report on Chandrayana-3.
13. Imagine you are running an Ice-cream Parlour. You have ordered wide varieties of Ice-creams to an Ice-cream dealer, but you have not received the stock in time. Write a letter of Inquiry regarding the delay in supply.

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