



M.A. IV Semester Degree Examination, Sept./Oct. - 2024

ENGLISH

**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) Define Communication.
- (b) Bringout the structure of a Business letter.
- (c) What is Report writing ?
- (d) What is an inquiry letter ?
- (e) What is Proposal writing ?

SECTION - B

II. Answer **any five** of the following questions. Each question carries **two** marks. **5x2=10**

2. Examine the salient features of an effective letter writing.
3. Discuss the importance of an effective Business letter in commercial correspondence.
4. Write a note on Full Block, Modified Block and Semi-Block in a Business letter.
5. Comment on the significance of Presentation skills in social gatherings.
6. "Speaking skill is considered as the last skill to acquire in alien language like English". Explain.
7. Bringout the difference between an inquiry letter and a complaint letter.
8. Write a note on Persuasive letter.



P.T.O.

SECTION - C

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

9. Explain the difference between dialogue and conversation with an example for each.
10. Draft a complaint letter to the town Municipal Commissioner seeking his/her attention on the scarcity of drinking water in your area.
11. Draft a group discussion on the performance of the Indian Olympic Contingent in Paris Olympic 2024.
12. Evaluate the importance of an academically strong resume while attending an interview. Write a sample resume/biodata.
13. Write a short report on Artificial Intelligence.

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