



‘সমানো মন্ত্র: সমিতি: সমানী’

**UNIVERSITY OF NORTH BENGAL**  
B.A. Programme 4th Semester Examination, 2024

**SEC1-P2-ENGLISH**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**The question paper contains GROUP-A and GROUP-B.  
The Candidates are required to answer any *one* from the *two* Groups.  
Candidates should mention it clearly on the Answer Booklet.**

**GROUP-A**

**BUSINESS COMMUNICATION**

1. Answer any *one* of the following questions: 12×1 = 12
  - (a) What is communication? Discuss the role of technology in Business Communication.
  - (b) Discuss the importance and purpose of communication.
  - (c) What is listening? What are the barriers to effective listening? How can one develop good listening skills?
  
2. Answer any *six* of the following questions: 8×6 = 48
  - (a) Define minutes of a meeting. What should the minutes of a meeting include?
  - (b) What are the important elements of a good business report?
  - (c) As the Accounting Department manager, write an annual report of your company for the last financial year.
  - (d) Explain the major components of field report.
  - (e) Draft an annual report of a tea factory for the previous financial year.
  - (f) Discuss the limitations of e-mail as a form of formal Communication.
  - (g) What are the differences between oral and written communication?
  - (h) Briefly mention any five modern communication devices.
  - (i) Discuss the layout of a Business Letter.
  - (j) How can Internet be used as a research tool?
  - (k) As the secretary of the Nature Club of your college, write an e-mail to the members seeking suggestions about making your campus more environment friendly.
  - (l) List some effective methods for recording the minutes of a meeting.

**GROUP-B**

**TECHNICAL WRITING**

1. Answer any *four* of the following questions:

10×4 = 40

- (a) Discuss the characteristic features of Technical Writing.
- (b) As a reporter of an English daily, write a report on the tourism industry of North Bengal.
- (c) As the sports secretary of your college, write a notice on the annual sports to be held in your college.
- (d) "There should be an age-limit for use of social media." Argue for or against this statement.
- (e) What are the components of a good thesis introduction?
- (f) What are the differences between descriptive and expository style of writing?
- (g) What are the distinctive features of speech?
- (h) Write an application for the post of a sales manager in a company that has advertised for the same in an English Newspaper.
- (i) What are the different ways in which non-verbal communication is used widely and effectively?

2. Answer any *four* of the following questions:

5×4 = 20

- (a) Why is proofreading and editing important in technical writing?
- (b) Write the concluding paragraph of an essay entitled 'Child Marriage'.
- (c) Write a notice inviting students to donate blood for the Blood Donation Camp to be held in your college.
- (d) Write the features of a research report.
- (e) What are the steps to be followed while writing a user manual?
- (f) Briefly define communication.
- (g) What makes Technical Writing different from other forms of Writing?
- (h) Write a report on the sanitisation programme conducted by the NSS Unit of your college.
- (i) Write a thesis statement for an argumentative essay on the benefits of online shopping.

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