



‘समाप्तो मन्त्रः सधितिः समानी’

UNIVERSITY OF NORTH BENGAL

B.A. Honours 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) Describe the different channels of communication commonly used in business settings and their advantages and disadvantages.
  - (b) Discuss the role of technology in business communication.
  - (c) Describe the importance of clarity, conciseness and coherence in business writing.
  
2. Answer any *six* of the following questions: 8×6 = 48
  - (a) Briefly discuss the importance and different methods of citation in business communication.
  - (b) How can online databases and libraries be utilised effectively for business research purposes?
  - (c) Discuss the process of structuring and organising a project report effectively.
  - (d) Write a project report on a community service project you participated in, describing the objectives, activities, and impact on the community.
  - (e) How should fieldwork observations be documented and referenced in a report? Provide examples.
  - (f) As a student intern, compile your fieldwork experience at a bank as a report analysing the bank's services, customer interactions, and market strategies.
  - (g) What is an annual business report? What are the important elements of a good annual report?
  - (h) As a CEO of a manufacturing company, summarise the annual report for the last financial year.
  - (i) What are minutes of meetings, and why are they important in business communication?
  - (j) As the head of the Sales Team of your company, draft the minutes of a team meeting where the following matters were discussed:
    - (i) Sales performance for the last financial year
    - (ii) Client feedback
    - (iii) Sales target for the upcoming year



- (k) You are the owner of a Sports Goods Company. Write an e-mail to a client confirming an order placement and specifying delivery requirements.
- (l) As colleagues working on the same project, write an e-mail to your project partner outlining the mode of action.

**GROUP-B**  
**TECHNICAL WRITING**

1. Answer any *four* of the following questions: 10×4 = 40
- (a) What do you understand by language? How is language different from other forms of communication?
  - (b) Define technical writing and discuss its significance in professional and academic contexts.
  - (c) What are the differences between descriptive and expository style of writing?
  - (d) You are required to write an article on "Online Education". Draft the concluding paragraph summarising the key points and restating the thesis statement.
  - (e) Compose a narrative passage on road safety. Use a case study, outline the actions taken to address the situation and future plans to prevent accidents or emergencies.
  - (f) You are the captain of your college debate team. Write a notice inviting interested students to try out for the team and providing audition details.
  - (g) As a newspaper journalist covering a political rally, write a formal report detailing speeches given, crowd size, reaction from the audience and any other notable incidents.
  - (h) As the Secretary of your college's Student Council, draft the minutes of a meeting with faculty members to discuss strategies aimed at improving student welfare.
  - (i) Describe the characteristics of formal writings such as reports, handbooks and manuals, highlighting their purpose and audience.
2. Answer any *four* of the following questions: 5×4 = 20
- (a) What are the distinctive features of speech?
  - (b) Discuss the importance of coherence and cohesion in technical documents.
  - (c) Explain the importance of selecting a relevant and engaging topic for writing.
  - (d) Write a thesis statement for an argumentative essay on the benefits of exercising.
  - (e) Discuss the importance of the introductory paragraph in an article. Highlight its role in engaging the reader, setting the tone for the essay and providing a roadmap for the reader to navigate the content.
  - (f) Compose a formal letter to a client introducing a new product or service offered by your company.
  - (g) Describe the key components of a memorandum (memo).
  - (h) Discuss the importance of clarity and brevity in notice writing.
  - (i) Write a short note on the dangers of grammatical errors and formatting inconsistencies in technical writing.