

FYUGP/1st Sem/23(NEP)

2023

Four Year Under Graduate Programme (FYUGP)

1st Semester Examination (Under NEP)

ENGLISH (Major)

Paper Code : ENGMJ SEC-01

[Business Communication]

Full Marks : 40

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

1. Answer any *two* of the following questions in about 200 words each : 6×2=12
- (a) What do you mean by communication? Write a note on the process of communication.
 - (b) Explain the Seven C's of effective communication.
 - (c) What are the barriers to effective communication?
 - (d) What is the difference between hearing and listening? What are the principles of effective listening?

P.T.O.

(c) Examine the importance of feedback in the process of communication.

2. Answer any *one* of the following questions : 8×1=8

(a) ABC Company has recently introduced a policy of subsidizing 40% of the tuition fees of the employees' children. Write a memo announcing this policy.

(b) Draft the minutes of a meeting of the Book Fair Organizing Committee of the English Bazar Municipality which was held on 06.01.2024 at the Conference Hall of the Municipality Building, Malda at 4.00 pm. The following matters were discussed at the meeting :

(i) Dates, time and venue of the Book Fair 2024

(ii) Various rents of the stalls/counters

(iii) Constitution of empowered sub-committees

(iv) Dignitaries to be invited

(c) You are the editor of your college magazine. Write a notice inviting contributions from interested students. Your notice should contain the following information :

(i) Types of contribution and word limit

(ii) Language of the articles to be submitted

(iii) Deadline for submission

(iv) Formatting specifications

3. (a) Draft the reply to any *one* of the following emails :
6×1=6

(i) To

A.M. Ahuja
Production Manager
Ink & Paper Pvt. Ltd.
Kolkata - 700026

Dear Sir,

Subject : Wrong goods supplied.

On 3rd February 2024 I ordered two dozens of customized notebooks from your company under order no. A-113. On opening the parcel it was found that I had received ruled notebooks instead of customized ones that I ordered. My order specifically mentioned two dozens of customized notebooks with the photo of the institution printed on the cover. Kindly note that the present order will not serve my purpose, hence I have to ask for a replacement or refund. Please advise how the goods may be sent back to you and a replacement or refund obtained.

Yours faithfully
R.D. Sharma
Faculty, XYZ College
Behrampore

P.T.O.