

**3 (Sem-6/CBCS) ENG SE**

**2 0 2 4**

**ENGLISH**

**( Skill Enhancement Course )**

**Paper : ENG-SE-6014**

**( Business Communication )**

*Full Marks : 50*

*Time : 2 hours*

*The figures in the margin indicate full marks  
for the questions*

1. Answer the following as directed :  $1 \times 4 = 4$

(a) The person who transmits the message  
in a communication is called \_\_\_\_\_.

( Fill up the blank )

(b) What is a verbal communication?

(c) Write the full form of MLA style of  
citation.

(d) I agree with/to his proposal.

( Choose the correct option )

( 2 )

2. Answer the following questions : 2×3=6

(a) What is upward communication?

(b) sender → encoding → message → \_\_\_\_\_  
→ receiver → response → \_\_\_\_\_.

( Fill up the blanks )

(c) What is haptics?

3. Answer any *two* of the following questions :

5×2=10

(a) "Too much of informal communication in work space may negatively impact productivity." Explain.

(b) Discuss briefly the difference between a CV and a Bio-data.

(c) Write the significance of non-verbal communication in public speaking.

(d) You are a manager of a company. One of your employees is retiring today. You have to deliver a very small speech in the farewell meeting organized by the company to honour the dedicated service of the employee. Prepare a speech within two hundred words.

4. Answer the following questions : 10×3=30

(a) Discuss various types of communication.

Or

Analyze the importance of communication for the success of business ventures and companies.

(b) What are the important aspects of an effective presentation? Discuss in detail.

Or

You are the service manager of BETA automobile company. You need a skilled supervisor in your service centre. Write an official letter to the Director of the HR department of your company to appoint a supervisor in your service centre mentioning educational qualification and experience required for the post.

(c) Do you think group discussion is an integral part of corporate communication? Discuss by highlighting the essential components of a group discussion.

Or

How do the rise of network communities and social media have changed the patterns of communication? Write a well reasoned answer.

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