

**TDC (CBCS) Odd Semester Exam., 2020  
held in March, 2021**

**ENGLISH**

**( 5th Semester )**

Course No. : ENGSEC-501T

**( Business Communication )**

*Full Marks : 50*

*Pass Marks : 20*

*Time : 3 hours*

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

**SECTION—A**

Answer any *fifteen* of the following questions :

1×15=15

1. What do you mean by business communication?
2. What are upward and downward communications?

3. Give an example of formal communication.
4. What do you understand by the term 'internal communication'?
5. What is grapevine communication?
6. Give one example of non-verbal communication.
7. What is a project report?
8. Name one bibliographical tool.
9. Name one referencing style.
10. Mention one characteristic of a good report.
11. What is plagiarism?
12. What is citation?
13. What do you mean by a business report?
14. Write one purpose of a business report.
15. What are routine reports?

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16. What do you mean by negotiation in business communication?
17. Name two negotiation styles in business communication.
18. Mention one essential quality of a good business report.
19. What is annual report?
20. "Financial statements are not a part of a company's annual report." Is it true?
21. What is Director's report?
22. Write one objective of an annual report.
23. What do you mean by financial statement of a company?
24. Who is the target audience of an annual report?
25. What do you understand by minutes of a meeting?

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26. Mention one type of e-correspondence.
27. What is e-correspondence in business communication?
28. Who is entitled to write minutes of a meeting in an organization/association?
29. Write one feature of an effective e-mail.
30. Name one online meeting platform used in business communication.

SECTION—B

Answer any *five* of the following questions : 2×5=10

31. Mention any two barriers of communication.
32. What do you understand by horizontal communication in a business organization? Explain with an example.
33. Illustrate with an example, how you would cite a book in the bibliography of a project report.

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34. What is the difference between bibliography and reference in a project report?
35. What should be the structure/format of a business report?
36. When does a company/individual go for compromise during a business negotiation?
37. What purpose does an annual report serve?
38. What are the components of a financial statement?
39. What are the advantages of e-correspondence for a business organization?
40. Mention the importance of minutes.

SECTION—C

Answer any *five* of the following questions : 5×5=25

41. Discuss the importance of communication in business.
42. Write down the seven C's of business communication.

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43. Write down the detailed format of a project report.
44. Write about the importance of a bibliography in a project report.
45. Assume that you are the Development Manager of Dominos. Write a report to the Managing Director of your company about the feasibility of opening a new outlet/branch of Dominos at Blue Hills Street.
46. Imagine that you are the Regional Manager of an organization. There has been an accident in the godown of your factory. Write a report to the CEO about the accident mentioning the reasons for the accident and also suggest some remedial measures.
47. Briefly discuss the key constituents of annual report.
48. Briefly discuss the objectives of annual report.
49. What are the important features of a well-written minutes?

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50. Assume that you are Shyam Banerjee/ Susmita Banerjee, a student of BA 5th Semester of Oriental College, Kolkata. Write an e-mail to Bharadwaj Kumar, the Personnel Manager of Blue Star Institute (e-mail address : bharadwajkumar@gmail.com) requesting him to allow you to do a short-term course on Spoken English.

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