

**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 : 1×4=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 :  $2 \times 3 = 6$

- (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 :  
 $5 \times 2 = 10$

- (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.

( 3 )

4. Answer the following questions :  $10 \times 3 = 30$

- (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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