

**B.A. 6<sup>TH</sup> SEMESTER (PROGRAMME) EXAMINATION, 2021**

**ENGLISH**

**Course ID: 60310**

**Course Code: AP/ENG/604/SEC-4**

**(Business Communication)**

**Time: 2 Hours**

**Full Marks: 40**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**Answer the following questions:**

1. (a) Define Business Communication. Discuss how communication plays an important role in business. (10)

Or,

- (b) What are the principles of Business communication?

2. (a) Suppose you work in the marketing department of a beauty product manufacturing company. You have done a market survey on an anti-hair fall shampoo that your company will introduce shortly. Write a project report on the market survey that you have done. (10)

Or,

- (b) As Sales Manager of your company draft a report on increasing competition from rival enterprises and suggestions to tackle such problems.

3. (a) Write the minutes of a meeting held between the manager and the sales representatives to promote the sales of the products of the company. (10)

Or,

- (b) You have completed a week-long internship in the manufacturing unit of an industry. Write a report on your experience and your findings.

4. (a) On behalf of the Chairman of the Board of Directors, send an email to a well-known business person of your city inviting him to join the Board of Directors of your company. (10)

Or,

(b) Suppose you work for an IT company. Draft an email to the CEO of the company requesting him to grant you leave for six days due to your mother's illness.

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