

B.A. Semester-IV Examination, 2022-23**ENGLISH [Honours]****Course ID : 40315 Course Code : AH/ENG/405/SEC-2****Course Title : Creative Writing and Business Communication**

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***Answer all the questions.**

1. a) If you were to write a novel, which aspect of the novel would you concentrate on the most — character, plot, setting or mode of narration? Why? Illustrate with examples. 10

OR

- b) What are the steps that should be followed in composing poetry? Discuss how-composing poetry might be taught systematically in a classroom situation.
2. a) Write a detailed essay on the role of technology in business communication. 10

OR

- b) Discuss the advantages and limitations of online interviews.
3. a) What is binge-watching? Write a review of a web-series that you have recently watched. 10

OR

- b) Write a newspaper report on the massive rate of dropouts in schools and colleges after COVID.
4. Answer any **five** of the following questions: 5×2=10
- a) What is paralanguage in non-verbal communication?
- b) What do you mean by "encoding" and "decoding"?
- c) How far is feedback essential in effective communication?
- d) Mention two limitations of "oral communication" in business.
- e) What do you mean by "external communication" in business?
- f) Define writer's block.
- g) What is creativity quotient?
- h) Mention any four writing skills.
- i) Briefly discuss the difference between plot and story.
- j) What is bilingualism?