

B.A. Semester-VI Examination, 2022-23**ENGLISH [Programme]****Course ID : 60310 Course Code : AP/ENG/604/SEC-4****Course Title : 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) Write a note on the principles of effective business communication. 10

OR

- b) What are the essential aspects of formal writing in business communication?
2. a) As a marketing manager of a cafe, write a draft report on the necessity of opening more franchises of your company to promote growth in sales so as to cater to the increase in demand. 10

- b) As the sales manager of a company, you have conducted a meeting with your team members to train them properly in order to meet the target sales. Write a project report on the meeting that you arranged.

3. a) You have recently conducted a field study at a small local business centre. Write a report detailing your observations and analysis of the business, including its operations, marketing strategies and financial performance. 10

OR

- b) Write the minutes of a meeting held between the President of an NGO and the staff regarding the organization of a blood donation camp.
4. a) On behalf of the Chairman of the Board of Directors, send an e-mail to a well-known business person of your city inviting him to join the Board of Directors of your company. 10

OR

- b) Draft an e-mail to your manager requesting the extension of deadline for the submission of your project report.