

2024

BUSINESS COMMUNICATION — GENERAL

Paper : GE-2.1Chg

(Module - II)

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.*

1. Explain the meaning of 'Business Communication'. 4

Or,

Mention the important elements of Communication process. 4

2. 'Feedback is the essence of Communication'— Explain. 4

3. Write short notes on *any two* of the following : 3×2

- (a) Formal Communication
- (b) Informal Communication
- (c) Corporate Communication
- (d) Communication Network.

4. State any two forms of modern communication. 6

Or,

State the characteristics of E-mail as a modern form of communication. 6

5. Draft a curriculum vitae (C.V.) for the post of Finance Manager of ABC Co. Ltd. 10

6. Draft a notice with the agenda of 21st Annual General Meeting (A.G.M.) of Indal Co. Ltd. 10

Or,

Draft a claim letter to the General Insurance Company for the loss of goods by fire. 10
