

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
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