

B.A. 4TH SEMESTER (HONOURS) EXAMINATION, 2021

ENGLISH

Course ID: 40315

Course Code: AH/ENG/405/SEC-2

(Creative Writing and 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.

Unit-I

Answer the following question:

1. (a) How far is business communication dependent on 'technology' in the modern times? Attempt a detailed discussion. 10

Or,

- (b) Discuss the purpose, principles and effectiveness of 'written communication' in business.

2. (a) Identify the major genres of poetry and discuss how they can be studied and pursued as modes of creative writing. 10

Or,

- (b) What are the major components of creative writing that can be taught and developed?

3. (a) Write a newspaper report on the impact of Covid-19 in your district. 10

Or,

- (b) Write a review of a book that you have read recently.

Unit-II

4. Answer *any five* of the following questions:

5×2=10

- (a) What do you mean by 'communication cycle'?
- (b) What is horizontal communication?
- (c) Mention two limitations of oral communication in business.
- (d) What do you mean by non-verbal communication?
- (e) Show your acquaintance with the terms 'intranet' and 'internet' in business communication.
- (f) What is creativity quotient?
- (g) Identify any two major requisites of creative writing.
- (h) What is the importance of clarity in communication?
- (i) What is code-switching?
- (j) What is grapevine communication?

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