



CHAIPAT SAHEED PRADYOT BHATTACHARYA MAHAVIDYALAYA

B.A. (Under CBCS) /4th Semester Examination 2020

Stream –Honours

Subject – English

Subject Code –SEC-2

Paper Name –Business Communication

Full Marks – 30

Time-2hrs

Candidates are required to give their answer in their own words as far as practicable.

Answer One Question [Within 250 words] from the following

**Answer Uploading mail ID
englishhonourscspbm@gmail.com**

- 1. Discuss the importance of business communication.**
- 2. Examine the role of advertisements in business communication.**
- 3. What is market survey? What are the types of market survey? Write short notes on each of them.**
- 4. Explain the meaning and types of business communication.**
- 5. Write a note on Financial Consultancy.**
- 6. Analyse the importance of vertical communication.**
- 7. Discuss the role of horizontal communication in business management.**
- 8. Analyse the barriers and strategies with regards to business communication.**
- 9. Examine any one theory of business communication.**
- 10. Write a short note on External communication and its importance in the progress and profit of a business organisation.**