

(i) Printed Pages : 2

Roll No.

(ii) Questions : 7 Sub. Code :

1	7	5	6	6
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Exam. Code :

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**B.A./B.Sc. (General) 6th Semester
(2055)**

FUNCTIONAL ENGLISH

Paper : Office Communication for Business

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :— (1) Attempt **FIVE** questions in all.

(2) All questions carry equal marks.

1. Write a formal letter to the manager of a bookstore requesting information about the availability of academic books for an upcoming semester. 9
2. Prepare a business report on the sales performance of a company over the last six months. 9
3. You are the Secretary of the Parent-Teacher Association (PTA). Write the notice, agenda and minutes of a meeting convened to discuss exam preparation strategies and student progress. 9
4. You are a recent graduate in English Literature. Write a CV to apply for the position of a Content Writer in a publishing company. 9
5. What are the different types of interviews ? Explain with examples. 9

6. Write short notes on any **three** of the following :

- (a) Persuasive Communication
- (b) Memo
- (c) Market Survey
- (d) Grapevine
- (e) Services.

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7. Write in **20-30** words each on any **9** terms or abbreviations :

- (a) ROI
- (b) HRM
- (c) KPI
- (d) SEO
- (e) PPC
- (f) B2B
- (g) B2C
- (h) Content Marketing
- (i) Delegation
- (j) Depreciation
- (k) Benchmarking
- (l) GST
- (m) Moonlighting.

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