

2024

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-204-AEC-2

(Case Analysis, Copywriting and Content Writing in English)

Full Marks : 50

The figures in the margin indicate full marks.

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

1. Answer **any four** questions :

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| (a) What is a 'case'? Describe the salient features of a business case. | 2+3 |
| (b) What is a 'problem diagnosis case scenario'? Explain with a relevant example. | 5 |
| (c) How are the 'Literature reviews' written? | 5 |
| (d) What is business research? | 5 |
| (e) What are the pre-requisites to copywriting? | 5 |
| (f) Explain the significance of the headline of a copy. Write the headline of a copy for a food delivery agency that wishes to expand its sales. | 5 |

2. Answer **any three** questions :

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|---|-----|
| (a) Explain the steps that are undertaken to analyze a 'decision scenario case'. | 10 |
| (b) Write short notes on : | 5+5 |
| (i) Case Evidence | |
| (ii) Case-based Essays. | |
| (c) What are the different types of content? Explain with suitable examples. | 10 |
| (d) List the steps that shall be undertaken to create content for a new organisation. | 10 |
| (e) How is the layout of a copy different for the web and the print? | 10 |
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