

2025

BUSINESS COMMUNICATION — GENERAL

Paper : GE-2.1 Chg

(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.*

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| 1. Explain the term 'Communication'. | 4 |
| 2. State the barriers to communication. | 4 |
| <i>Or</i> | |
| State the features of Corporate Communication. | 4 |
| 3. Distinguish between Formal and Informal Communication. | 6 |
| <i>Or</i> | |
| Distinguish between Verbal and Written Communication. | 6 |
| 4. Discuss the role of communication technology in business. | 6 |
| 5. Draft a notice along with the agenda of a Board of Directors' Meeting of XYZ Co. Ltd. | 10 |
| <i>Or</i> | |
| Draft a reminder letter to a customer requesting payment of outstanding bill at an early date. | 10 |
| 6. Write notes on <i>any two</i> of the following : | 5×2 |
| (a) Artificial Intelligence (AI) | |
| (b) Curriculum Vitae (C.V.) | |
| (c) Resolution and Minutes of a meeting. | |
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