

2026

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.*

Group - A

1. Answer **any four** of the following questions :

5×4

- (a) State briefly the skill required to read and analyse a case.
- (b) Describe how to write 'Case-Based Essays'.
- (c) How do you recognize an 'Evaluation Scenario'?
- (d) State briefly the difference between the layout of a copy.
- (e) Explain what is case Evidence.
- (f) What are the features of a good headline of a copy?

Group - B

2. Answer **any three** of the following questions :

- (a) Write in brief about the pre-requisites of copy writing. 10
- (b) What is literature review? Why is it crucial to write Literature Review in Research Report? 5+5
- (c) Write in brief the different ways to recognize a 'Decision Scenario'. 10
- (d) State different elements of a body copy. 10
- (e) What are different types of content? Explain with examples. 5+5