

(c) Draft a notice for an annual general meeting of a company where shareholders will discuss financial performance, dividend declaration, and election of board members. Include the relevant date, time, venue, and agenda. Suppose, you are the secretary of the company.

(d) You are the Sales Manager of ABC Footwear Company. A customer has written to you complaining about a manufacturing defect in a pair of shoes purchased from your store. Draft a professional e-mail to the customer acknowledging the complaint, providing assurance and informing him/her that the issue will be promptly addressed by your company.

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Total number of printed pages - 4

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UR25-D25 (ENG1102AE)

2025

ENGLISH
(AEC)

Paper : ENG1102AE

(Communicative English - I)

Full Marks : 50

Time : Two hours

The figures in the margin indicate full marks for the questions.

1. Answer the following questions : 1×5=5

- Define 'communication'.
- What is the difference between verbal and non-verbal communication?
- What is the primary purpose of a business letter?
- Define 'quotation letter'.
- What is the significance of an 'agenda' in a meeting?

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2. Answer the following questions : 2×5=10

- Differentiate between formal and informal communication.
- What is the importance of 'minutes' in business meetings?
- Explain the purpose of a sales letter.
- Why is it important for a business professional to know how to draft a 'tender'?
- How do cultural barriers to communication arise?

3. Answer **any three** of the following questions : 5×3=15

- Explain the process of communication in brief.
- Discuss the importance of business correspondence in professional life. Give examples.
- You are the Chief Engineer of the Public Works Department. Draft a formal letter inviting tenders from contractors for the construction of a 5 km road in your district. Include necessary details such as the scope of work, estimated cost, submission deadline, and any other relevant terms and conditions.

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- You have come across an advertisement in a newspaper for the post of Marketing Executive at a reputed company. Draft a formal job application letter to the Human Resources Manager of the company, expressing your interest in the position and highlighting your qualifications, skills and experience relevant to the job.
- Discuss the various strategies and methods through which barriers to effective communication in business organisations can be overcome.

4. Answer **any two** of the following questions : 10×2=20

- What are the advantages of written communication? Discuss the principles that are to be followed for an effective written communication.
- Draft an advertisement inviting quotations from caterers for providing lunch and refreshments for a corporate seminar to be held at Guwahati on 15th December, 2025. Include details such as venue, expected number of participants, and deadline for submission of quotations. Suppose, you are the manager of a company and your company is going to hold that seminar.

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