

Start-up ecosystem has grown rapidly, and more support has become available in all dimensions. Start-ups do not exist in a vacuum but are part of a broader business environment that is focussed on generating impactful solutions, thereby acting as vehicles for socioeconomic development and transformation. Since Start-ups are centres of novel innovations, they generate jobs, which imply more career opportunities; more employment leads to a stronger economy. Therefore to promote the Start-up culture in India and strengthen the Indian economy, the Government of India has undertaken various measures. For example, Prime Minister Narendra Modi launched the 'Standup India' initiative in August 2015. The larger goal is to help new business with bank financing, energise business spirit among young Indians, build frameworks for uplifting Start-ups, and make the country the best destination for tech businesses. Let us examine the role of Start-ups in the growth of the Indian economy.

2 × 3 = 6

2. Answer the following :

- (a) What is the difference between CV and Resume?
- (b) What is a layout of a business letter?
- (c) She had _____ the matter very carefully as she was in _____ (complete the sentence by using any two phrases from the following : look after/make it up/gone into/a tight spot).

5 × 2 = 10

3. Answer any two of the following :

- (a) What role does pronunciation play in communication? Write briefly.
- (b) Write a note on the importance of 'Group Discussion' in the world of business and communication.
- (c) Write briefly on memo and circular.
- (d) Write a précis on the passage given below :
A Start-up technically is any enterprise that is working on the growth, commercialization, and the creation of brand-new products, services, or mechanisms that are driven by intellectual property or new tech. Over the last two decades, the Indian

4. Answer the following questions : 10×3=30

(a) Write a comprehensive note on the essentials of business communication.

Or

Discuss the various bibliographical and research tools used for citing references.

(b) You are an executive of LMP Company. Last week you organized a two-day workshop on Communication Skill and Personality Development for forty (40) newly recruited employees of your company. Resource persons from outside were invited for the workshop. Write a report on the workshop that you have to send to the Company's CEO.

Or

You are a bookseller located in the Nalbari district of Assam. Write a formal letter to Penguin India, a reputed publication house in Delhi, asking for fifty (50) hard-bound copies of a book.

(c) Discuss the importance of e-correspondence in today's corporate world. What are the few things one should keep in mind in e-correspondence?

Or

Do you think public speaking helps in building one's confidence and thereby helps in grooming the overall personality of the individual? Analyze by focusing on the important aspects of public speaking.

★★★

2023

ENGLISH

(Skill Enhancement)

Paper : ENG-SE-6014

(Business Communication)

Full Marks : 50

Time : 2 hours

The figures in the margin indicate full marks for the questions

1. Answer the following as directed : 1×4=4

- (a) Writing a letter is a kind of non-verbal communication. (Write True or False)
- (b) What do the initials in your name stand to/by/for? (Choose the correct option)
- (c) Name one format for citing works in the Bibliography of research writing.
- (d) On principle/principal I am not doing this. (Choose the correct word)

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