



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY
Question Paper

B.A. Honours Examinations 2022

(Under CBCS Pattern)

Semester - IV

Subject : ENGLISH

Paper : SEC 2-T

Full Marks : 40

Time : 2 Hours

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

The figures in the margin indicate full marks.

Creative Writing

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

5×4=20

- How are the plot and characterization different in a short story and a novel?
- What is the difference between the omniscient narrator and the story told from the point of view of a single character?
- Comment on the Verbal and Non-Verbal elements in drama.
- What is Public Service Advertising? What are the points to be kept in mind in order to make it effective?
- What are the salient features of a television news content?
- Can we use real life in fiction? Give reasons for your answer.

P.T.O.

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

10×2=20

- (a) What is creative writing? Refer to different modes of creative writing with special emphasis on any two.
- (b) Can creativity be measured? What according to you, are the various dimensions that may be considered for measuring creativity?
- (c) What is an editorial? Explain with reference to other kinds of writing in a newspaper.
- (d) Write a note on the importance of New Media in the present time.

Vidyasagar University

Or,
Paper - SEC 2-T
Business Communication

Full Marks : 40

Time : 2 Hours

1. Answer any **four** questions of the following : 5×4=20

- (a) Define business communication and point out its importance.
- (b) Explain various inter-office communications.
- (c) What are the barriers of communication?
- (d) What is the purpose of a presentation? What are the 4P's of presentation?
- (e) Briefly comment on the importance of fluency in professional interviews.
- (f) What are the main features of summarizing the annual report of a company?

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

- (a) Distinguish between verbal and non-verbal communication. Which non-verbal method of communication do you think is the most important? Give reasons.
 - (b) What are the salient features of writing a project report? Discuss the major steps of it.
 - (c) Mention different types of business negotiations. What are the major criteria of writing reports on field work or a visit to industries?
 - (d) What are the main rules of writing an effective email? How is it different from regular mail method of communication?
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Or,
Paper - SEC 2-T
Technical Writing

Full Marks : 40

Time : 2 Hours

1. Answer any **four** questions of the following : 5×4=20

- (a) State briefly the essential features of a written communication.
- (b) What are the purposes of a thesis statement?
- (c) Define 'transitional paragraph'. Assess its importance in an essay.
- (d) Critically reflect on the key differences between an expository essay and an argumentative essay.
- (e) What are the basic principles of good technical writing?
- (f) What are 'minutes' in a meeting? Categorically mention the components that are included in meeting minutes.

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

- (a) Make an analysis of the limitations of written communication.
 - (b) Write a letter to the editor of an English daily highlighting the problem of rash driving in your locality.
 - (c) Imagine that you are the Manager in a big business organization and one of your stores catches fire at midnight. Write an incident report to your superior about the measures you have taken to contain the fire.
 - (d) What is a memorandum? Briefly discuss its purpose and advantages.
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