



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions (note more than 100 words). (6x5=30)

- a). What do you mean by business communication?
- b). How can technology help us in effective business communication?
- c). What are the tools of effective business communication?
- d). What is the importance of ethical concerns in business communication?
- e). What is a formal business proposal?
- f). What kind of language we need to use in formal business letters?

Q.2. Answer the following questions (3x10=30)

- a). What is a short report? What are the points we need to keep in mind while writing a report?
- b) Write a sample formal report considering that you are a businessman.
- c). Think of a new business and write a detailed proposal.