

UG PROGRAM (4 YEARS HONOURS) WITH SINGLE MAJOR

23BSC 201

AT THE END OF SECOND SEMESTER

BUSINESS WRITING (Major)

(COMMON FOR ALL MAJORS)

Time: 2 Hours

(w.e.f. Admitted Batch 2023-24)

Maximum: 50 marks

SECTION-A

Answer All questions. 3×10=30

1 a) Explain the features of Good business writing

(Or)

b) Write the advantages and disadvantages of e-mail

2 a) Describe the format and structure of a memo

(Or)

b) Write the advantages and disadvantages of office memo

3 a) Describe the steps involved in writing a business proposal.

(Or)

b) Explain the essential characteristics of a business report

SECTION-B

Answer any FOUR questions 4×5=20

1. Importance of business writing

2. Define Office Memorandum

3. Explain the Drafting of memo.

4. What is business proposal?

5. Characteristics of business proposal.

6. Elements of E-mail Writing