

B.A Semester - 4 (NEP-2020) Examination

March/April-2026

ENG: Functional English in Professional Settings (Minor-3)

Time: 2:00 Hours

Marks: 50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que. 1 Explain the meaning and importance of Business Communication. (10)

OR

Que. 1 Discuss how verbal and non-verbal communication work together to create meaning in professional settings.

Que. 2 What are the different types of Business letters? Elucidate each type and explain its functions. (10)

OR

Que. 2 What is E-correspondence? Discuss its features and advantages over traditional correspondence.

Que. 3 Discuss the importance of a well-structured resume in professional communication. (10)

OR

Que. 3 What is resume? Explain its key components and its purpose in professional communication?

Que. 4 Read the following advertisement and answer the following questions. (10)

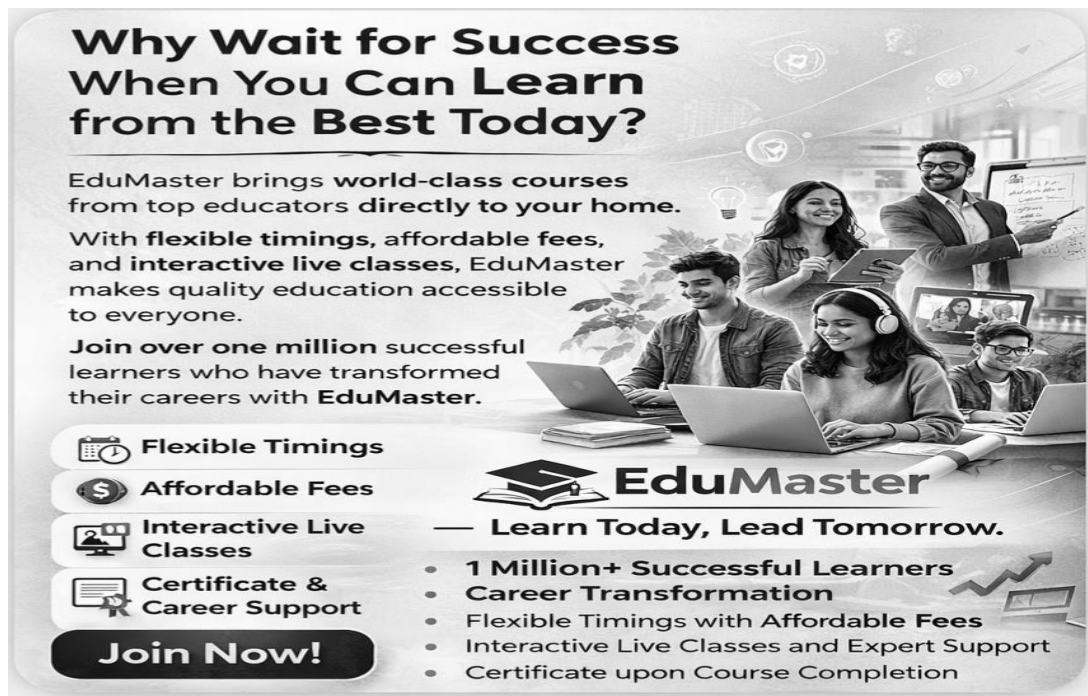


Questions:

1. What is the main purpose of the advertisement?
2. Name two key features of the Zentro XPro.
3. Who is the target audience for this product?
4. What is the tagline of the advertisement?
5. What benefit is promised to those who prebook?

OR

Que. 4 Read the following advertisement and answer the following questions.



**Why Wait for Success
When You Can Learn
from the Best Today?**

EduMaster brings world-class courses from top educators directly to your home.

With flexible timings, affordable fees, and interactive live classes, EduMaster makes quality education accessible to everyone.

Join over one million successful learners who have transformed their careers with EduMaster.

-  **Flexible Timings**
-  **Affordable Fees**
-  **Interactive Live Classes**
-  **Certificate & Career Support**

Join Now!

 **EduMaster**

— **Learn Today, Lead Tomorrow.**

- **1 Million+ Successful Learners**
- **Career Transformation**
- **Flexible Timings with Affordable Fees**
- **Interactive Live Classes and Expert Support**
- **Certificate upon Course Completion**

Questions:

1. What service does EduMaster provide?
2. Mention one feature that makes EduMaster convenient.
3. What social proof is used in the advertisement?
4. Explain the meaning of the slogan “Learn Today, Lead Tomorrow.”
5. Is the advertisement mainly informative, persuasive, or narrative?

Que. 5 Write short notes on the following. (Any Two)

(10)

1. Verbal Communication
2. E-mail etiquettes
3. Non-Verbal Communication
4. Disadvantages of advertisement
