

SAGAR MAHAVIDYALAYA
Internal Assessment- 2021
B.A. (General) Subject - English
Semester- 4 Paper: SEC-B1
Full Marks: 10 Time: 30 minute

Answer any two:

5x2

1. Give the definitions of stress and intonation with examples? What is the importance of voice modulation? (3+2)
2. Write a short note on effective communication.
3. There will be certain times when a customer is so angry, it is clear that there is little opportunity to try and remedy the situation directly. In such situations, a straightforward and candid approach often works best. Now draft a note of apology on behalf of the customer care service of your company.
4. Suppose you are an employee of a reputed company. Now write an imaginary conversation held between you and your boss regarding an application for leave which you have submitted.
5. Write a short note on various differences between speech and writing.