



12. (a) Draft a blog entry with a review of a book that you read recently.

Or

- (b) Explain how cross-cultural communication is an integral part everybody's communication training today.

13. (a) Suppose you have received a sales letter about a newly introduced mobile phone. Write a letter of inquiry asking for necessary details.

Or

- (b) Write a letter of application for the post of Human Resource Manager to the Vice-President (Personnel), Ace Steel Company, 521, Rajaji Salai, Kolkata-700 008. Attach a separate résumé.

14. (a) Draft a questionnaire of eight points for collecting data about consumer behaviour with regard to the use of laptops among college students.

Or

- (b) Write a four-page proposal for installing a high capacity generator to meet the emerging demands of power supply in your company.

15. (a) Prepare a case study about an employee who feels disturbed at work because of the new promotion policy announced by your company.

Or

- (b) Write a two page motivational story for fresh recruits in your company.