

ব্যবসায়ীক লিখনীর মৌলিক বিষয়

[Fundamentals of Business Writings]

ক-বিভাগ (Part-A)

অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর

(Brief Questions & Answers)

- 1.01** What is communication? [N.U. BBA (Hon's) 2014, 2021]
Or, What do you mean by Communication?
Ans : Communication is a Exchange of facts, ideas, opinions or emotions by two or more Persons.
- 1.02** What are concrete words? [N.U. 2015]
Ans : Concrete words are specific words that refer to definite persons places or things they refer to object and events that are available to the senses.
- 1.03** What do you mean by adaptation? [N.U. 2017]
Ans : By adaptation we mean fitting the message to the specific reader. In other word adaptation is the process of adapting or making the message or writing according to the Requirements or the level of received of the message.
- 1.04** What is communication model?
Ans : A communication model describes how communications works. [N.U. BBA (Hon's) 2014]
- 1.05** What is introductory word? [N.U. 2017]
Ans : An introductory word is a single word that sits on its own at the beginning of the sentence. Introductory word like however, still, furthermore, and meanwhile create continuity from one sentence to the next.
- 1.06** What are the basic components of communication?
Ans : The basic components of communication are context sender message medium receiver and feed back.
- 1.07** What does coherence refer to?
Ans : Coherence refers to how the various parts of a sentence are sticking together with no words inappropriate.
- 1.08** What is business communication?
Ans : Business communication is a process of transfer of information and understanding between deferent parts and people of a business organization.
- 1.09** What is Effective communication?
Ans : Effective communication is the process of sending a message in such a way that the message received is as close in meaning as possible to the message indented.
- 1.10** What is Silent Communication?
Ans : When a message is conveyed through silence, it is called silent Communication. [N.U. BBA (Hon's) 2014]
- 1.11** What is communication process?
Ans : Communication process is a chain made up of identifiable links. This chain includes sender message, encoding receiver decoding and feedback.
- 1.12** What are the basic components of communication?
Ans : The basic components of communication are context sender message medium receiver and feedback.
- 1.13** What are the governing factors of adaptation?
Ans : The governing factors of adaptation are-
(i) Selection of words, (ii) Clear construction of sentences and (iii) Well developed paragraph.
- 1.14** Define meta – communication.
Ans : Meta-Communication is when the speaker's choice of words unintentionally communicates something's more than what the words them selves state.
- 1.15** How are acronyms mode?
Ans : Acronyms are terms mode by using the first letter of each word in a phrase.
- 1.16** What is paragraph? [N.U. 2015]
Ans : A paragraph is a group of connected sentences that is generally made up of one main idea and a group of supporting sentences.
- 1.17** What is E-mail? [N.U. 2021]
Ans : E-mail is a system for sending and receiving message electronically over a computer network as between personal computers.

ক-বিভাগ (Part-A)
অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর
(Brief Questions & Answers)

1. What is business letter?

[N.U. 2015]

Ans : The letters which are exchanged among businessmen and connected with business affairs are called business or commercial letters.

Analyze AIDA?

Ans : A-Attract the reader's attention;

J-Arouse the reader's interest;

D- Create desire and convince the reader;

A- State clearly the action the reader needs to take.

What is the full form of AIDA? *[N.U. 2021]*

Ans : The full form of AIDA is Attention, Interest, Desire and Action.

Why is an apology letter written?

Ans : An Apology latter is written to try and make amends for the mistakes we make.

Why should complaints not be discouraged?

Ans : Complaint should not be discouraged. Business (i) they provide a means of discovering and correcting poor service and (ii) they provide an opportunity to win back goodwill.

Which business letters have legal bindings?

Ans : Letters constraining offers and undertaking have legal lending.

What is an order letter?

Ans : Order letter is a formal document which places a demand for goods or services along with the details of the product/service required.

What does the word interview mean? *[NU 2016]*

Ans : The word 'Interview' means 'view between or sight between'. It suggests a meeting two persons for the purposes of getting a view of each other or for knowing each other.

What is letter of inquiry? *[NU 2016, 2021]*

Ans : Inquiry letter is an initial request from a potential purchaser for information regarding the quality, price, delivery date etc. of a particular product called letter of inquiry.

2.10

What are routine letters?

Ans : Usually the term 'routine' applies to letters whose content follows a standard format. In a broader sense letters that neither please nor displease but are received interest are known as routine letters.

2.11

What are the goals of a letter of adjustment?

Ans : Adjustment has three goals:

1. To reach out to the customer and verify the complaint.
2. To explain the cause/ reason behind the inadequacies in product or service.
3. To regain the confidence of the customer and promote further business.

2.12

What are the types of routine letters?

Ans : 1. Routine request letters; 2. Routine reply letters; 3. Social Business letters.

2.13

What are the types of unsolicited letter?

Ans : A. The letter which does not require an answer (letter of inquiry, letter of advertisement, letter of claim etc.)

B. The letter which doesn't require an answer (letter of acknowledgement, letter of giving instructions, cover letter etc.)

2.14

Classify business letters according to the nature and tone.

Ans : Business letters according to the nature and tone are of the following four types: (i) Positive letter; (ii) Negative letter; (iii) Persuasive letter; (iv) Routine letter.

2.15

How does a routine letter conclude?

Ans : Routine letters conclude with a courteous statement that promotes goodwill and expresses a desire for continued relations.

2.16

What are the three basic types of direct request routine letters?

Ans : (i) Claim letters; (ii) Requesting information or action letters; (iii) Order letters.

2.17

What is downward memo? *[NU. 2021]*

Ans : When the office memo moves from top level management to the front level employee, it is called a downward memo.

[Applications to Specific Letter Situations]

ক-বিভাগ (Part-A)

অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর

(Brief Questions & Answers)

3.01 What is a collection letter?

Ans : Collection letters are those letters which are written to customers who have not paid their bills on due dates. It is a letter which is written to overdue accounts.

3.02 What are the types or forms of persuasive letter?

Ans : The persuasive letters may take several forms. However, the two most important among them are (i) sales; (ii) collection letter.

3.03 What are sales letters?

Ans : The sales letters are written to selected class of customers to sell particular kinds of goods and services.

3.04 What is a joining letter?

Ans : The letter which is written to the proper authority to join the job is called a joining letter.

3.05 What is circular letter?

Ans : The advancement of a business through the easiest and fruitful way is known as circular letter?

3.06 What are the three P's of a sales letter?

Ans : The three P's of sales letters are product, pros, pacts and price.

3.07 How many stages are there in writing collection letters?

Ans : There are three stages in writing collection letter?

3.08 What are the three stages of writing collection letters?

Ans : The three stages of writing collection letters are – (i) Early stage; (ii) Middle stage; (iii) Last stage.

3.09 Typify cover letters.

Ans : There are two types of cover letters : Solicited and unsolicited.

3.10 What should be the length of a standard cover letter?

Ans : A standard cover letter is confined to a one page length.

3.11 Define Hybride CV.

Ans : A hybride CV is a combination of the best of both chronological and functional CV. It includes ones education and experience and also his accomplishments and skills.

3.12 What is C.V.?

[N.U. 2015, 2021]

Ans : C.V. is a summary presentation of a person's backgrounds, employments qualifications and intended career plan.

3.13 What is a job application letter?

[N.U. 2016]

Ans : A Job application letter (also called a "cover letter") is a letter that introduces the applicant to his prospective employer explains his suitability for the job applied for, by summarizing his skills abilities, experience.

3.14 What is an appointment letter?

[N.U. 2021]

Ans : The letter which is written by the employer requesting the selected candidates to join in a specific position is known as appointment letter.

3.15 What is Resume?

[N.U. BBA (Hon's) 2014]

Ans : A resume is a structured, written summary of a person's education, employment background, and job qualifications.

3.16 What is salutation?

[N.U. 2016, 2021]

Ans : The salutation is the complementary greeting with which the writer opens his letter.

3.17 Which stage in the series of collection letters basically persuades the customers?

Ans : The middle stage in the series of collection letters basically persuades the customers.

3.18 What is the meaning of Re?

[N.U. 2016]

Ans : The meaning of the re is the matter of "or" in the case of"

3.19 How should be the tone of a collection letter?

Ans : The tone of a collection letter needs to be firm, urgent and unapologetic.

3.20 What constitute benefits in a sales letter?

Ans : The selling points plus the seller's attitude constitute the benefits in a sales letter.

Chapter-4**মৌলিক প্রতিবেদন লিখন****Fundamentals of Report Writing****ক-বিভাগ (Part-A)****অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর****(Brief Questions & Answers)**

4.01 What do you mean by report? (প্রতিবেদন বলতে কি বুঝ?)

Ans : Report is a formal statement of the results of an investigation.

4.02 What do you mean by written report? (লিখিত প্রতিবেদন বলতে কি বুঝ?)

Ans : When reports are presented in written form then it is called written report.

4.03 Define Bibliography.
Or, What is Bibliography? [N.U. 2015]

Ans : Bibliography is the list of all published and unpublished materials which are used to prepare the report.

4.04 What is formal report?
Or, What do you mean by formal reports? (আনুষ্ঠানিক প্রতিবেদন বলতে কি বুঝ?)

Ans : Formal reports are prepared according to specific format; it examines a complex problem in-depth and provides recommendations.

4.05 What is an informational report? (অনানুষ্ঠানিক প্রতিবেদন বলতে কি বুঝ?)

Ans : Informational report presents information on particular topic but does not provide any explanation and recommendations, viz. annual reports, progress reports, etc.

4.06 What do you mean by title fly?
Ans : It is an element of the prefatory parts of a formal report, it is a sheet of paper which includes the 'title of the report.'

4.07 What is market report. (বাজার প্রতিবেদন কি?)
[N.U. BBA (Hon's) 2012]

Ans : The report which reveal the demand of a product, consumers attitude and the trend of other key factors of the market is known as market report.

4.08 What is meant by report? (প্রতিবেদন বলতে কি বুঝায়?)
Ans : A report may be defined as a statement contains information about any issue procured through proper investigation.

4.09 What is interpretative report? (ব্যাখ্যামূলক প্রতিবেদন কি?)

Ans : The report that includes facts, analysis and interprets the problem is termed as interpretative report.

4.10 What is analytical report? (বিশ্লেষণাত্মক প্রতিবেদন কি?) [N.U. BBA (Hon's) 2014]

Ans : The report that supplies information about a particular issue along with interpretation and analysis is called analytical report.

4.11 What are technical words? [N.U. 2016]

Ans : The report that is prepared by a technical expert to present technical aspect of specialized subject it is called technical words.

4.12 What is financial report? (অর্থিক প্রতিবেদন কি?)

Ans : A report containing financial information is known as a financial report.

4.13 What is short report? (সংক্ষিপ্ত প্রতিবেদন কি?)

Ans : The report which is written on a short piece of paper is called short report.

4.14 What is oral report? (মৌখিক প্রতিবেদন কি?)

Ans : When report on a matter presented verbally or through oral media then it is called oral report.

4.15 What is external report? (বাহ্যিক প্রতিবেদন কি?)

Ans : The report which is prepared for distribution among the outsiders who are related to the company is known as external report.

4.16 What is vertical report? (উভয় প্রতিবেদন কি?)

Ans : Report that moves upward and downward in an organization is known to be vertical report.

4.17 What is special report? (বিশেষ প্রতিবেদন কি?)

Ans : A report prepared on the desirability of opening a new branch or on the unrest among staff in a particular branch or on any special matter is special report.

যোগাযোগের মানদণ্ড এবং বাস্তব দিকসমূহ

[Standards and Physical Aspects of Communication]

ক-বিভাগ (Part-A)

অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর

(Brief Questions & Answers)

5.01 Define audio visual aids.

Ans : Audio Visual aids are those sensory objects or images which initiated or stimulate and reinforce learning .

5.02 What are abbreviations?

Ans : abbreviations are shortened forms of words names, or phrases, their primary purpose is to save time and space.

5.03 Where do we use graphic and visual aids?

[N.U. 2017]

Ans : We use different graphics and visual signs like graphs, charts, pictures, tables, etc. to make our presentation more effective and worth while.

5.04 What is an ellipsis?

Ans : An ellipsis is an intentional omission of words.

5.05 How are hyphens used?

Ans : Hyphens are commonly used in three ways :
 (i) To form compound worlds.
 (ii) To join fixes and suffixes to root words and
 (iii) To indicate where a word has been divided.

5.06 How do visual aids reduce anxiety?

Ans : In the case of visual aids. Listeners will be looking at the aid and not the presenter. Thus, audio visual aids can reduce anxiety stemming from the fear of being observed.

5.07 What does an Icon refer to?

Ans : An Icon is a sign or representation that, stands for its object by virtue of a resemblance or analogy to it.

5.08 What is negative announcement?

[N.U. 2015]

Ans : Negative announcement express negative information which effect negative on business.

5.09 What purposes should visual aid achieve?

Ans : Effective visual aids should achieve these purposes :
 (i) Retention (ii) Improve of information;
 (iii) Improve interest and variety.

5.10 What does NOMA Stand for?

Ans : Noma stands for National Office Management Association of America.

5.11 What is a prefix?

Ans : A prefix is one or more syllables added to the beginning of a word.

5.12 Define speech.

[N.U. 2016]

Ans : Speech means talking, discussing or herringating or a specific matter or any other thing.

5.13 Define proposal.

[N.U. 2015]

Ans : Proposal is a persuasive presentation for consideration of something.

5.14 When may measurements be abbreviated?

Ans : Measurements may be abbreviated when they occur frequently in tables or business forms .

5.15 What are the three terminal punctuation symbols?

Ans : The three punctuation symbols that are used to signal the end of a complete thought are the period the question mark, and the exclamation mark.

5.16 What is pie chart used for?

Ans : A pie chart is used to show the distribution and relationships of the parts to a whole.

5.17 What is face to face communication? [N.U. 2016]

Ans : What one person discusses his views opinion to another person and exchange their views in presence of both then it is called face to face communication.

5.18 What is a pictograph?

Ans : A pictograph is similar to graph in that it emphasizes defenses in statistical data. But instead of bars, images of items or symbols represent the data.

5.19 Mention two disadvantages of non-verbal communication. [N.U. BBA (Hon's) 2014]

Ans : (i) Vague and imprecise , (ii) Difficult to understand

Which visual aid adds personal touch to the report?

Ans : photographs add personal touch to the report.

ব্যবসায় যোগাযোগের অন্যান্য রূপ

[Other Forms of Business Communication]

ক-বিভাগ (Part-A)

অতিসংক্ষিপ্ত প্রশ্নাবলি ও উত্তর

(Brief Questions & Answers)

6.01 What is public speaking?

Ans : Speech or public speaking is the process of speaking to a group of people in a structured deliberate manner intended to inform inference or entertain the listeners.

6.02 What are some important methods of oral communication?

Ans : Some important methods of oral communication are face to face conversation, meetings interviews, public speaking etc.

6.03 What is oral communication?

Ans : Oral communication is communication by means of the spoken word.

6.04 What is bibliography?

[N.U. 2016]

Ans : A Bibliography or reference list is a list of works edited in the text of a particular paper, report or manuscript

6.05 What is resolution?

Ans : Resolution is a written statement of a formal decision agreed on and passed by the majority of the members in a meeting.

6.06 What is documentation?

Ans : Documentation is the process of providing evidence (including both primary and secondary sources) in a research paper.

6.07 Define memo.

[N.U. 2016, 2017]

Ans : A memorandum is a short piece of writing generally used by the officers of an organization for communicating among themselves.

6.08 What does the term 'Proxy' mean?

Ans : The term proxy is used to refer to the person who is nominated by shareholder to represent him at a general meeting of the company.

6.09 Mention the types of minutes?

Ans : Minutes are of following types :

- Minutes of narration – Records the discussed subject matter of the meeting.
- Minutes of decision Records the decision taken in the meeting.

6.10 Define agenda.

Ans : Agenda is the list of items that are to be dealt with during the meeting.

6.11 What is memorandum?

[N.U. 2015]

Ans : A memorandum is a short-piece of writing generally used by the officers of an organization for communicating among themselves.

6.12 What is a notice?

Ans : A notice may be defined as an invitation to the members of a body or organization to attend a meeting.

6.13 What is meeting?

[N.U. 2017, 2021]

Or, Define meeting.

Ans : A meeting is the coming together of two or more persons or a quorum of members of a company by a prior notice and mutual agreement at an agreed place and time for transaction some lawful business of the company.

6.14 Define listening.

Ans : Listening is the ability to understand the messages communicated orally.

6.15 Mention the steps of listening process.

Ans : Listening involves the following inter-related steps in sequential order:

Receiving attending Interpreting remembering Evaluation responding.

6.16 What is casual listening?

Ans : Casual listening is hearing and understanding a message but not trying to remember the message in the long term.

6.17 What is active listening?

Ans : Active listening is hearing and trying to understand and remember a message.

6.18 What is an interview?

Ans : An interview is a planned conversation between two parties, during which questions are asked and answered and this conversation is designed to exchange information and attitudes about a specific subject.

6.19 What is the elaborative form of ACR? [N.U. 2021]

Ans : Annual Confidential Report.