

শুন্ অৰ বিজ্ঞেয়
Bangladesh Open University
PGDM Program
Semester: 222 (2nd Level)

Course: Business English

Due on: December 6, 2024

(Assignment script is to be presented in the student's own handwriting and A4 size white paper)

1. (a) What is business writing? What are its functions and why do you need it?
(b) List down five situations in which written communication will usually be used. Mention who will write, what she/he will write about and who she/he will write to.
2. (a) What are the reasons that are responsible for creating strong impressions on the letters written by a company?
(b) You are about to complete your degree with Bangladesh Open University. At this moment, write a letter requesting information about any upcoming hiring plans of a company where you have always aspired to work.
3. (a) Why do we write reports?
(b) Recently you came across a particular problem: neighbors in your locality are throwing garbage rampantly here and there which is polluting the environment. You intend to describe the problem to the Mayor who will use your information as a basis for action. How would you write a report on this issue?
(c) How would you apply the principles of good report writing when you write the above report?

Note: Submit your assignment to the Coordinator of the Study Center you are attached with.

Course: Business English**Due on: 10 January 2025**

(Assignment script is to be presented in the student's own handwriting and A4 size white paper)

1. (a) Distinguish between communicating about personal matters and communicating about business matters.
(b) Some customers have complained in some of the newspapers that, the quality of your products (say, mango chutney) has fallen to a great extent. But in actual fact the chutney they complained about is not the one your company produces - it's a product of a different company. You want to clarify the whole thing. What form of business writing would the mentioned situation require? Letter, Memo or Reports? Explain with logic.
2. (a) What are the questions that you ask yourself before you begin to write a letter, in fact plan for it?
(b) A client wrote to a bank manager asking for information regarding hours of business, branches, commission rates, etc. Now write the manager's reply.
3. (a) Suppose you are going to employ someone as an Art Director in your organization. Write a letter to the candidate's ex-employer for a reference.
(b) Explain the importance of writing bank and insurance letters.
(c) Point out the differences between traditional and abbreviated footnotes.

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