



সমান্য মন্ত্র: সমিতি: সমান্য

UNIVERSITY OF NORTH BENGAL
B.Com. Minor 2nd Semester Examination, 2025

ACFIMIN202/BMNGMIN202-COMMERCE

BUSINESS COMMUNICATIONS

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A / বিভাগ-ক / সমূহ-ক

Answer any two questions

12×2 = 24

যে-কোন দুটি প্রশ্নের উত্তর দাও

কুনৈ দুই প্রশ্নকা উত্তর লেখনু হোস্

- What do you mean by business communication? Briefly explain about barriers to communication. How can you overcome these barriers? 2+5+5
ব্যবসায়িক যোগাযোগ বলতে কি বোঝ? যোগাযোগের বাধাগুলি ব্যাখ্যা কর। এই বাধাগুলি কিভাবে দূর করা সম্ভব?
ব্যবসায়িক সঞ্চার মন্বালে কে বুজিন্ত? সঞ্চারমা আতনে বাধাহরুকা বারেমা সংক্ষেপমা ব্যাখ্যা গনুহোস্।
যী বাধাহরুলাই কসরী হটাউন সাকিন্ত?
- List a few essential aspects of business communication. Distinguish between verbal and non-verbal communication. 6+6
ব্যবসায়িক যোগাযোগের কিছু অপরিহার্য দিকগুলি উল্লেখ কর। মৌখিক এবং অ-মৌখিক যোগাযোগের পার্থক্য লেখ।
ব্যবসায়িক সঞ্চারকা কেহি আবশ্যক পক্ষহরুকা সূচী তয়ার গনুহোস্। মৌখিক র অমৌখিক সঞ্চার বীচকো মিন্বতা লেখনুহোস্।
- How can you make an effective oral presentation? 12
কার্যকারী মৌখিক উপস্থাপনা কিভাবে করা সম্ভব?
তপাই কসরী প্রমাবকারী মৌখিক প্রস্তুতি দিন সবনু হুন্ট?
- Draft a specimen enquiry letter asking for a quotation of computer. What is inter-office memo? 10+2
কম্পিউটার-এর কোটেশনের অনুসন্ধানের জন্য একটি স্পেসিমেন পত্র তৈরি কর। ইন্টার-অফিস মেমো কি?
কম্পিউটারকো মূল্যকো লাগি কোটেশন মাংগ গদৈ এক নমুনা সোধপুচ পত্র তয়ার গনুহোস্। অন্তর কার্যালয় জ্ঞাপন মনেকো কে হো?

GROUP-B / বিভাগ-খ / সমূহ-খ

Answer any four questions:

6×4 = 24

যে-কোন চারটি প্রশ্নের উত্তর দাও:

কুনৈ চার প্রশ্নকা উত্তর লেখনুহোস্ —

- What is minutes? State the difference between minutes and agenda. 2+4
মিনিট কি? মিনিট-এর সঙ্গে অ্যাজেন্ডার পার্থক্য কি?
মিনেট্‌স মনেকো কে হো? মিনেট্‌স র এজেন্ডা বীচকো মিন্বতা উল্লেখ গনুহোস্।

- (b) Explain the characteristics of good business report. 6
 একটি ভালো ব্যবসায়িক প্রতিবেদনের বৈশিষ্ট্য ব্যাখ্যা কর।
 एक राम्रो व्यवसायिक प्रतिवेदनको विशेषताहरूको व्याख्या गर्नुहोस्।
- (c) Write short notes on memorandum and tender. 3+3
 मेमोरान्डम एवं टेन्डर-এর উপর टीका लेख।
 मेमोरान्डम र टेन्डरमाथि छोटो टिप्पणी लेख्नुहोस्।
- (d) Explain the steps to prepare a resume. 6
 रिजिউम प्रस्तुतकरणের ধাপগুলি ব্যাখ্যা কর।
 रिजुमे तयार गर्ने चरणहरूको व्याख्या गर्नुहोस्।
- (e) Discuss the importance of visual aids in communication. 6
 योगायोगের ক্ষেত্রে ভিজুয়াল এইডস-এর গুরুত্ব আলোচনা কর।
 संचारमा दृश्य सहायकहरूको महत्त्वबारे छलफल गर्नुहोस्।
- (f) What is social correspondence and why is it important? 2+4
 सामाजिक योगायोग कि एवं এর গুরুত্ব কি ?
 सामाजिक पत्राचार के हो र यो किन महत्वपूर्ण छ ?

GROUP-C / বিভাগ-গ / समूह-ग

6. Answer any *four* questions: 3×4 = 12
 যে-কোন চারটি প্রশ্নের উত্তর দাওঃ
 कुनै चार प्रश्नका उत्तर लेख्नुहोस् —
- (a) What do you mean by encoding? 3
 এনকোডিং কি ?
 एन्कोडिङ भन्नाले के बुझिन्छ ?
- (b) Explain about 'horizontal communication'. 3
 সরলরৈখিক যোগাযোগ ব্যাখ্যা কর।
 Horizontal communication ব্যাখ্যা गर्नुहोस्।
- (c) Write down atleast three features of 'PowerPoint' presentation. 3
 পাওয়ার পয়েন্ট প্রেজেন্টেশনের কমপক্ষে তিনটি বৈশিষ্ট্য লেখ।
 पावरप्वाइन्ट प्रस्तुतिकरणका कम्तीमा तीन विशेषताहरू लेख्नुहोस्।
- (d) What are the importance of 'feedback' in communication? 3
 योगायोगের ক্ষেত্রে ফিডব্যাক-এর গুরুত্ব কি ?
 संचार प्रतिक्रियाको महत्त्व के हो ?
- (e) Give a short note on checklist for report. 3
 रिपोर्ट तैरिर ক্ষেত্রে চেকলিস্ট-এর উপর একটি টীকা লেখ।
 प्रतिवेदनको लागि चेकलिस्टबारे छोटो टिप्पणी लेख्नुहोस्।
- (f) Explain some importance of channels. 3
 च्यानल्स-এর কিছু গুরুত্ব আলোচনা কর।
 च्यानलहरूको केहि महत्त्व व्याख्या गर्नुहोस्।

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সমান্য মননঃ সমিতিঃ সমান্য

UNIVERSITY OF NORTH BENGAL
SEC 2nd Semester Examination, 2025

SEC - POOBSEC220-COMMERCE
DIGITAL MARKETING

Time Allotted: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

GROUP-A / বিভাগ-ক / সমূহ-ক

1. Answer any **five** questions: 1×5 = 5
যে-কোন **পাঁচটি** প্রশ্নের উত্তর দাওঃ
কোন **পাঁচ** প্রশ্নের উত্তর লেখুনহোস্ —
- (a) Write the full form of POEM. 1
POEM-এর সম্পূর্ণ আকার লেখ।
POEM কে পূর্ণ রূপ লেখুনহোস্।
- (b) What is SEO? 1
SEO কি ?
SEO কে হো ?
- (c) Define Digital Marketing. 1
Digital Marketing-এর সংজ্ঞা লেখ।
ডিজিটাল মার্কেটিং পরিভাষিত করুনহোস্।
- (d) What is Google Bot? 1
Google Bot কি ?
Google Bot কে হো ?
- (e) Name four popular Digital Marketing tools. 1
চারটি জনপ্রিয় Digital Marketing tools-এর নাম লেখ।
চারটি জনপ্রিয় ডিজিটাল মার্কেটিং উপকরণের নাম লেখুনহোস্।
- (f) Give the full form of SEM. 1
SEM-এর সম্পূর্ণ আকার লেখ।
SEM কে পূর্ণ রূপ লেখুনহোস্।
- (g) What is CMS? 1
CMS কি ?
CMS কে হো ?
- (h) Give two challenges faced by Digital Marketers. 1
Digital ব্যবসায়ী দ্বারা অনুভূত দুটি বাধার উল্লেখ কর।
ডিজিটাল মার্কেটারের দুইটি সমস্যা উল্লেখ করুনহোস্।

GROUP-B / বিভাগ-খ / সমূহ-খ

2. Answer any **three** questions: 5×3 = 15
যে-কোন **তিনটি** প্রশ্নের উত্তর দাওঃ
কোন **তিন** প্রশ্নের উত্তর লেখুনহোস্ —
- (a) Discuss in brief different Digital Marketing strategies. 5
বিভিন্ন Digital Marketing পদ্ধতির (strategy) সংক্ষিপ্ত আলোচনা কর।
বিভিন্ন ডিজিটাল মার্কেটিং পদ্ধতির (strategy) সংক্ষিপ্ত আলোচনা করুনহোস্।

- (b) Write short note on Content Creation. 5
Content Creation-एर उपर संक्षिप्त विवरण दाओ।
Content Creation मा एक छोटो नोट लेखनुहोस्।
- (c) What are Google Search Ads? Explain their uses. 5
Google Search Ads बलते कि बोझ ? एर व्यवहार कि ?
Google Search Ads के हो ? यसको प्रयोगहरू व्याख्या गर्नुहोस्।
- (d) What is the role of video marketing in digital promotion? What does CPM stand for in online advertising? 5
Digital Promotion-ए video marketing-एर भूमिका कि ? Online विज्ञापन-ए CPM-एर सम्पूर्ण आकार लेख।
Digital promotion मा Video marketing को भूमिका के छ ? अनलाईन विज्ञापनमा CPM के हो ?
- (e) Discuss about different channels of Direct marketing. 5
Direct marketing-एर विभिन्न प्रणाली (channels) गुलि आलोचना कर।
Direct marketing को विभिन्न वितरण मार्गहरू छलफल गर्नुहोस्।

GROUP-C / विभाग-ग / समूह-ग**Answer any two questions**

10×2 = 20

ये-कौन दुई प्रश्नर उत्तर दाओ

कुनै दुई प्रश्नका उत्तर लेखनुहोस्

3. Discuss about advantages of Digital Marketing over Traditional Marketing. How SEO works? 6+4
प्रथागत Marketing-एर सापेक्षे Digital Marketing-एर सुविधागुलि आलोचना कर। SEO किभावे काज करे ?
डिजिटल मार्केटिङको परम्परागत मार्केटिङमाथिको लाभहरूबारे छलफल गर्नुहोस्। SEO कसरी काम गर्छ ?
4. State advantages and disadvantages of Direct marketing. How does social media marketing flourish today? 6+4
Direct Marketing-एर सुविधा एवं असुविधागुलि लेख। वर्तमान सामाजिक माध्यमर व्यवसा किभावे दिने दिने उन्नति करछे ?
डिजिटल मार्केटिङको फाइदा र बेफाइदाहरू उल्लेख गर्नुहोस्। आज social media marketing कसरी फैलि रहको छ ?
5. What are the functions and significance of Web Analytics? Discuss in brief the digital advertising tools. 5+5
Web Analytics-एर काज एवं तात्पर्य व्याख्या कर। विभिन्न Digital विज्ञापन tools-एर सम्पर्के संक्षेपे आलोचना कर।
Web Analytics को कार्य र विशेषताहरू के के हुन् ? डिजिटल विज्ञापन उपकरणहरूको संक्षेपमा छलफल गर्नुहोस्।
6. Write short note on Email-marketing and influencer marketing. What are Hashtags? Discuss about role of Facebook in Digital Marketing. 3+3+4
Email-marketing एवं Influencer marketing-एर उपर संक्षिप्त नोट लेख। Hashtag कि ?
Digital Marketing-एर उपर Facebook-एर प्रभाव उल्लेख कर।
ई-मेल मार्केटिङ अनि influence मार्केटिङ माथि छोटो नोट लेखनुहोस्। Hashtag के हो ? डिजिटल मार्केटिङमा फेसबुकको भूमिकाबारे छलफल गर्नुहोस्।

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সম্মান মন্ত্র: সমিতি: সমানী

UNIVERSITY OF NORTH BENGAL

AEC 2nd Semester Examination, 2025

AEC - ENGLAEC002-COMPULSORY ENGLISH

ENHANCING READING AND WRITING SKILLS

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

1. Answer any *two* questions from the following: 10×2 = 20
 - (a) Critically appreciate the poem "Daffodils".
 - (b) How does Wordsworth use nature in the poem "Daffodils"?
 - (c) Discuss the speaker's emotional response to the captain's death and how does the poem convey the speaker's grief and sense of loss in the poem "O Captain! My Captain!".
 - (d) Critically analyze the poem "O Captain! My Captain!".
 - (e) Discuss the speaker's attitude towards her oppressors in the poem "Still I rise".
 - (f) Discuss the significance of the title, "Still I Rise".
 - (g) Critically appreciate the poem "Where the Mind is Without fear".
 - (h) Analyze the vision of free and enlightened society that Tagore highlight through his poem "Where the Mind is Without fear".
2. Answer any *two* questions from the following: 10×2 = 20
 - (a) Discuss the character of the old man in the story "Old man at the Bridge".
 - (b) What does Hemingway want to convey about the effects of war through the story?
 - (c) Discuss the significance of the title "How a Client was Saved".
 - (d) How did Gandhiji approach Parsi Rustomji's case, and what principles did he apply?
 - (e) Analyze the characters in Dorothy Parker's "The Telephone Call".
 - (f) Comment on the ending of "The Telephone Call".
 - (g) Analyze the theme of love and sacrifice in the story "The Gift of the Magi".
 - (h) Analyze the character of Della in "The Gift of the Magi".
3. Answer any *two* questions from the following: 10×2 = 20
 - (a) Write a report of a cultural event held in your college.
 - (b) Write a paragraph on "Friendship".
 - (c) Write a CV to apply for the post of a Teacher in a private school.
 - (d) Write a letter to the editor of a newspaper about the necessity of planting more trees in your locality.

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UNIVERSITY OF NORTH BENGAL
IDC 2nd Semester Examination, 2025

**IDC - IACTIDC211-FUNDAMENTALS OF INFORMATION AND
COMMUNICATION TECHNOLOGY**

Time Allotted: 1 Hour 30 Minutes

Full Marks: 40

*The figures in the margin indicate full marks.***Instruction**

The candidate should indicate the correct Name, Centre Name, Roll Number, Registration No., Course/Paper Code, Question Booklet Series, Question Booklet SET on the OMR Answer-Sheet otherwise the Answer-Sheet will not be evaluated and the candidate will be solely responsible for it.

Each question has four alternative answers. The candidate has to darken only one circle/bubble on the Answer-Sheet using black/blue ballpoint pen indicating the correct answer as shown below. If more than one answer / option is found darkened, then the question will be treated wrong and will not be evaluated.

Example: Correct Method: ○●○○○ Wrong Method: ⊗ ⊙ ⊖ ⊕

Answer all the questions

1×40 = 40

- Which of the following is NOT a characteristic of a computer?
(A) Speed (B) Accuracy (C) Storage (D) Emotion
- What does "connecting a keyboard to a CPU" involve?
(A) Establishing a network connection (B) Plugging the keyboard into the CPU
(C) Installing software (D) Connecting to a wireless network
- The first generation of computers used
(A) Transistors (B) Integrated circuits
(C) Vacuum tubes (D) Microprocessors
- Which of the following is an example of application software?
(A) Windows OS (B) Microsoft Word
(C) BIOS (D) Device drivers
- What is the function of input devices?
(A) To input data and commands in a computer
(B) To execute programs
(C) To display information
(D) To store data
- Which device is used to display the output from a computer?
(A) Keyboard (B) Mouse (C) Monitor (D) Printer

FYUGP/IDC/2nd Sem./IACTIDC211/2025

7. Which generation of computers is characterized by the use of microprocessors?
(A) First generation (B) Second generation
(C) Third generation (D) Fourth generation
8. What is the primary function of the CPU in a computer?
(A) To store data permanently (B) To process instructions
(C) To manage power supply (D) To display output
9. Which of the following is considered an input device?
(A) Monitor (B) Printer (C) Keyboard (D) Speaker
10. What is the primary purpose of application software?
(A) To perform specific tasks for users, like word processing
(B) To manage hardware components
(C) To provide a user interface for operating systems
(D) To protect the system from viruses
11. Which of the following is a type of primary storage?
(A) Hard Disk (B) Flash Drive (C) RAM (D) Optical Disk
12. What does ROM stand for?
(A) Read Only Memory (B) Random Access Memory
(C) Read Once Memory (D) Random Output Memory
13. What is the purpose of a flash drive?
(A) To store data permanently (B) To store data temporarily
(C) To process data (D) To display data
14. Which of the following is a type of pointing device?
(A) Keyboard (B) Mouse (C) Monitor (D) Printer
15. Which of the following is a volatile memory?
(A) ROM (B) PROM (C) RAM (D) EEPROM
16. PROM stands for
(A) Programmed Read-only Memory (B) Primary Read-only Memory
(C) Programmable Read-only Memory (D) Protected Read-only Memory
17. CDs store data using
(A) Magnetic Fields (B) Laser Technology
(C) Electric Charges (D) Transistors
18. Flash drives use what type of memory?
(A) ROM (B) Flash Memory (C) SRAM (D) DRAM
19. Floppy disks were primarily used for
(A) Long-term archival storage (B) High-speed data access
(C) Portable storage of small files (D) High capacity backups
20. One major advantage of network storage is
(A) Increased local computer storage (B) Faster access than RAM
(C) Centralized data management (D) Less dependency on networks

21. Why is software necessary for a Computer System?
 (A) To increase hardware speed (B) To connect hardware physically
 (C) To make hardware functional (D) To improve display quality
22. Which of the following is an example of system software?
 (A) MS Word (B) Google Chrome
 (C) Windows 10 (D) Adobe Photoshop
23. Which component of OS keeps track of every file in the system?
 (A) File Manager (B) Task Manager (C) Scheduler (D) Compiler
24. Which of the following is an example of an operating system?
 (A) Oracle (B) Android (C) MS Office (D) Java
25. Disk Defragmenter is used to
 (A) Encrypt files (B) Clean virus
 (C) Reorganize data on the disk (D) Back-up data
26. Machine Language is composed of
 (A) High level syntax (B) Binary codes
 (C) Assembly mnemonics (D) Pseudocode
27. Which of the following is a high level language?
 (A) Java (B) Binary (C) Assembly (D) HEX
28. Which of these is a benefit of High level language?
 (A) Machine level control (B) Platform dependency
 (C) Easy to debug and maintain (D) Software development
29. A Compiler is used to
 (A) Execute programs directly
 (B) Translate high level code to machine code
 (C) Debug hardware
 (D) Manage process
30. Which language uses mnemonics for coding?
 (A) Machine Language (B) High-level-language
 (C) Natural language (D) Assembly language
31. Which of the following technologies is most relevant to GPS and Satellite mapping?
 (A) ATM (B) GIS (C) EDI (D) Video conferencing
32. Which technology can improve patient care in rural or remote areas?
 (A) ATM (B) Cable TV (C) Telemedicine (D) Video on demand
33. What makes IoT devices smart?
 (A) Battery power
 (B) Ability to connect to the internet and exchange data
 (C) Use of touch screen
 (D) Wireless Charging
34. Electronic data interchange is primarily used for
 (A) Online gaming (B) Business document exchange
 (C) Social Networking (D) Watching videos

35. Which of the following allows users to watch movies and shows wherever they choose?
(A) Cable TV (B) Video on Demand
(C) Live Streaming (D) Satellite TV
36. Which technology allows two or more people to communicate with both audio and video in real-time?
(A) Email (B) Instant Messaging
(C) Video Conferencing (D) Voicemail
37. A GIS (Geographic Information System) is mainly used for
(A) Online meeting (B) Processing financial transactions
(C) Mapping and Spatial data analysis (D) Health monitoring
38. Which of these is an example of the IoT?
(A) a TV remote control
(B) a smart thermostat that connects to the internet
(C) a landline telephone
(D) a video camera without Wi-Fi
39. Which of the following is an example of online shopping?
(A) Buying groceries at a supermarket (B) Purchasing clothes from a local store
(C) Ordering items from amazon (D) Visiting a shopping mall
40. Which of the following allows businesses to automate transactions such as invoices and purchase orders?
(A) GIS (B) IoT (C) EDI (D) Cable TV

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