

Bangladesh Open University
PGDM Program
Semester: 232 (2nd Level)

Course: MGC/ MGD 2305: Business English

Due on: 17 October, 2025

(Answer all the questions in your own handwriting on A4-size white pages)

1. (a) Define the term business writing and discuss various functions of business writing.
(b) Most academicians suggest that it is essential to learn Business English. Do you think they are telling the right thing? Justify your answer with appropriate logic.
2. (a) *You, in fact, do not write for yourself, but to inform others, and to fulfil a certain need.* Keeping this statement in mind, discuss the objectives of writing business letters.
(b) Write in detail about the principles of writing good letters.
(c) Identify and describe the standard and specialized parts of formal letters.
3. (a) Which types of letters are called the letters of good relations? Describe them in detail.
(b) Assume that you are the Manager of **Spinoff Software Solutions Pvt. Ltd.**, a mid-range IT company specializing in digital transformation and software development. Over the past three months, your team collaborated closely with **DigiTech Systems Ltd.**, a leading technology consulting firm, to implement a customized ERP solution that significantly improved your internal operations and client delivery timelines.

The Director of DigiTech Systems Ltd., **Ms. Pushpita Hassan**, played a key leadership role throughout the collaboration. Her team's expertise, professionalism, and timely support helped in delivering the project well before the deadline. Your senior management is highly impressed by the quality of work and the seamless coordination between both companies.

You, as the Project Manager, have been asked by your CEO to draft a formal **Letter of Appreciation** addressed to Ms. Pushpita Hassan, acknowledging her leadership and the outstanding support of her team during the project.

Write a **formal Letter of Appreciation** from the Manager of Spinoff Software Solutions Pvt. Ltd., to the Director of DigiTech Systems Ltd.

Your letter should:

1. Be professional and courteous in tone.
2. Clearly state the purpose of appreciation.
3. Highlight key achievements or contributions of the InnovaTech team.
4. Express gratitude and openness for future collaboration.
5. Follow the standard structure of a business letter (salutation, body, closing).

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

Bangladesh Open University
PGDM Program
Semester:: 232 (2nd Level)

Course: MGC 2305/ MGD 2305: Business English

Due on: 14 November, 2025

(Answer all the questions in your own handwriting on A4-size white pages)

1. (a) Why do you think it is advised to convey bad news through letters using indirect language?
Write a letter to a customer, Mr. Mashiur Ali, of your bank. Inform him that his account balance is low, thus his application for a loan cannot be sanctioned for disbursement.
- (b) Suppose you are working at Multiprocess Digital Security Services as an Accounts Manager. Last week, after a successful interview session, you were accepted as the Director of Accounts at another company called Safety First Securex Ltd. Prepare a letter of resignation from the initial position showing agreeable reasons.
2. (a) What is a report? Discuss why reports are essential, along with the strategies followed to prepare a formal report.
- (b) Enumerate the various types of reports, explaining in detail what you know about them.
- (c) What is a memorandum? How would you prepare a memo for the employees of your firm, summoning their presence at an emergency meeting, called by the Director Human Resource Division?
3. (a) What is an audit? Who are auditors, and what type of reports do they write?
- (b) Define, compare, and contrast amongst the following:
Bibliography;
Footnotes, and
References.

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