

B.Com. Semester - 3 (CBCS) Examination
Oct/Nov. -2019 [NEW COURSE]
Business Communication - 1(Core)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Answer the following questions in detail. (Any one) (15)

1. What is communication? Explain the process of Communication with diagram.
2. Explain three Barriers to Communication, how to overcome them?

Que-2 Write short notes on the following subjects. (Any two) (20)

1. Oral Communication.
2. Meta Communication.
3. Written Communication.
4. Kinesics Communication.

Que-3 Answer the following questions in detail. (Any one) (15)

1. Discuss the inward structure of a business letter.
2. Explain the outward structure of a business letter.

Que-4 (A) Write a letter to Tele shop, inquiring about different types of Greeting cards and calendars. (10)

OR

(A) Write a suitable reply on behalf of 'Radhika' Watch Co. to Jesica Watch, Jamnagar for sending catalogue, terms and conditions for the supply of 'Titan' Wrist Watches.

Que-4 (B) Write a letter placing an order to M/S Hiralal & Sons for dry fruits. (10)

OR

(B) Write a letter to execute a large order for readymade garments.
