

B.Com. Semester - 3 (CBCS) Examination
Oct/Nov - 2023 [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.

Q.1 Define the term Communication and discuss the process of Communication. (15)

OR

Q.1 Discuss the barriers to effective communication and steps to overcome them.

Q.2 Write short notes. (Any two) (20)

1. Importance of non-verbal components in communication
2. Proxemics
3. Tips to improve Verbal Communication
4. Types of Verbal Communication

Q.3 Discuss the essential qualities of a good business letter. (15)

OR

Q.3 Illustrate the Inward structure of a business letter.

Q.4(A) Draft an inquiry letter for hundred smartphones for your company asking price, (10)
configuration, discount and terms and conditions for the deal.

OR

Q.4(A) Draft an inquiry letter asking for the quotation of fifty smart television sets for your hotels.

Q.4(B) Solar Sales, Morbi has approved the quotation sent by Ahmedabad City Mall, (10)
Ahmedabad. They wish to place an order with them. On their behalf, write a letter
confirming the order for 50 sets of kitchenware.

OR

Q.4(B) Magical Mart, Bharuch has received the order for uniform material from Verywell
Tailors, Vadodara. Write a letter informing them of the execution, stating all the
necessary details.
