

B.Com. Semester - 3 (CBCS) Examination
Oct/Nov - 2023 (OLD 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 Discuss the process of Communication by defining the term *Communication*. (15)

OR

Q-1 What are the barriers to effective communication and what are the steps to overcome them? Discuss.

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

1. Importance of communication skills
2. Kinesics
3. Tips to improve Verbal Communication
4. Types of non-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 fifty laptops for your company asking price, configuration, discount and terms and conditions for the deal. (10)

OR

Q-4(A) Draft an inquiry letter asking for the quotation of hundred plastic chairs for your hotels.

Q-4(B) Axar sales, Ahmedabad has approved the quotation sent by Shyam traders, Vadodara. (10)
They wish to place an order with them. On their behalf, write a letter confirming the order for 100 tv sets.

OR

Q-4(B) India Mart, Rajkot has received the order for 500 dinner sets from Bharat crockery, Morbi.
Write a letter informing them about the execution of the order, stating all the necessary details.
