

B.Com. Semester - 3 (CBCS) Examination
Oct/Nov - 2024 (As Per Syllabus Year June-2016)
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. (Any One) (15)

- 1) Define communication. Explain the process of communication in detail.
- 2) What is a barrier? Explain Language and Psychological barrier to communication in detail.

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

- 1) Advantages of Oral Communication
- 2) Disadvantages of Written Communication
- 3) Para linguistics
- 4) Symbols

Que.3 Answer the following questions. (Any One) (15)

- 1) Discuss the inward structure of a business letter.
- 2) Discuss essential qualities of a business letter.

Que.4 (A) Attempt Any One Letter. (10)

- 1) Draft a letter of inquiry about the sports items.
- 2) Draft a letter of quotation for smart TVs.

(B) Attempt Any One Letter. (10)

- 1) Write a letter placing an order for school furniture.
- 2) Draft a letter to execute a large order for stationery items.
