

B.Com. Semester - 4 (NEP-2020) Examination**March/April-2025****Commercial Correspondence (Minor-3)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

Que. 1 Define communication. Explain the process of communication in detail. (10)

OR

Que. 1 Discuss oral and written communication in brief.

Que. 2 What is a barrier to communication? Explain physical barriers. (10)

OR

Que. 2 Explain any two levels of communication in brief.

Que. 3 Discuss inward structure of business letter. (10)

OR

Que. 3 Draft a notice of meeting for the board of directors of Amol Steel Factory Pvt. Ltd. Surat.

Que. 4 Sales Executive Officer of Alex Private Bank calling customer offering latest credit card and discussing its benefits. Prepare dialog between them. (10)

OR

Que. 4 What are the key differences between speech and presentation? Elaborate.

Que. 5 Discuss the advantages and disadvantages of online meeting platforms (Microsoft Teams, Zoom, Google Meet, Cisco Webex) in comparison to traditional face-to-face meetings. (10)

OR

Que. 5 Prepare a flyer advertising newly opened Mobile Showroom in your town.
