

B.Com. Semester - 3 (CBCS) Examination
July-2025 (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.

Que-1 Define the term 'Communication' and explain the concept of communication with examples. (15)

OR

Que-1 Discuss the barriers of communication and suggestive measures to overcome.

Que-2 Write short notes. (any two) (20)

- 1) Intra personal communication
- 2) Facial Expression
- 3) Mass Communication
- 4) Verbal Communication

Que-3 Which are the essential qualities of a business letter? Discuss. (15)

OR

Que-3 What is inward structure of a business letter? Explain briefly.

Que-4 (A) Aroma Industries 1453, GIDC, Vatva, Ahmadabad, wants to purchase Industrial tools from Xylon Tools Firm, Zenith Road, Mumbai. On Behalf of Aroma industries, you are given the responsibility to write a letter of inquiry regarding the industrial tool. Draft an inquiry letter. (10)

OR

(A) Xylon Tools Firm, Zenith Road, Mumbai has received a letter of inquiry regarding industrial tools from Aroma Industries 1453, GIDC, Vatva, Ahmadabad, Draft a reply to the inquiry.

(B) On behalf of your college, you have to draft a letter to place an order for Purchasing books for your library from the publisher. (10)

OR

(B) A new college named Royal College of Arts and Science Vasad has placed an order of 500 books of various genres, being a publisher, you have to execute this order. Hence write an execution letter to the College authority.
