

B.Com. Semester - 3 (CBCS) Examination
Oct/Nov - 2025 [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.

Que.1 “Communication is a two-way process of exchanging information, ideas, thoughts, and feelings between a sender and a receiver”. Justify the statement with definition and steps of communication process. (15)

OR

Que.1 What do you understand by the term ‘Barrier’? Which are the barriers that hinder in communication process? Explain with appropriate examples.

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

- 1) Kinesics
- 2) Verbal and non-verbal communication
- 3) Intra Personal communication
- 4) A Grapevine Communication

Que.3 Explain the concept of 7 Cs of a business letter. Discuss it with illustrations. (15)

OR

Que.3 Write down the inward structure of a business letter?

Que.4 (A) What is an inquiry letter? Write down the types of inquiry letter and explain it. (10)

OR

A proprietor of a computer manufacturing company writes a letter inquiring the prices of personal computers related to Rajkot based educational organization.

Que.4 (B) What do you mean by an order letter? Explain the significance of a quotation in it? (10)

OR

Implement an order placed by a customer from an old catalogue with the help of a new catalogue which is sent with the letter.
