

B.Com. Semester - 4 (NEP-2020) Examination**March/April-2026****Commercial Correspondence (Minor-3)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

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- Que.1 Define communication. Explain the importance of communication. (10)
- OR
- Que.1 Discuss facial expression in detail.
- Que.2 Discuss downward and upward flow of communication. (10)
- OR
- Que.2 What is intrapersonal communication? Explain.
- Que.3 Draft a letter enquiring about prices and discounts of office stationery. (10)
- OR
- Que.3 Draft a notice of Board Meeting of Sunrise Traders Pvt. Ltd. Pune to discuss monthly sales report.
- Que.4 Customer calls bank personnel to enquire about home loan interest rates. Prepare a dialogue. (10)
- OR
- Que.4 Write a note on tips for effective speech.
- Que.5 Discuss the advantages and disadvantages of online meeting platforms. (10)
- OR
- Que.5 Explain the importance of advertising in modern business. How does advertising help producers, consumers, and society?
