



DCY-16080001030600

Seat No. _____

B. Com. (Sem. III) Examination

August - 2022

Business Communication-1

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) All the questions are compulsory.
(2) Figures to the right indicate marks.

- 1 Explain the process of communication highlighting the element of feedback. **15**

OR

- 1 Explain individual barriers and technological barriers to communication.
- 2 Write short notes on any two of the following : **20**
(1) Oral communication
(2) Characteristics of written communication
(3) Body language
(4) Advantages and disadvantages of written communication

- 3 Explain heading and date line in a business letter. **15**

OR

- 3 Importance of courtesy, coherence and character in a business letter.
- 4 Write a letter on behalf of Chandu Halwai & Sons, Pune to the Paper Box Manufacturing Co., Mumbai, asking them to quote for fancy boxes in assorted sizes. Mention the fact that you require 2000 boxes urgently and on a satisfaction would be willing to give one year's contract. **10**

OR

You have received a trade inquiry from a Furniture Mart promising repeated large order, if your terms and conditions of business are satisfactory. Draft a suitable reply trying to win the firm's goodwill.

- 5** Messrs Hima & Sons have placed an order with the Nishant Fruit Suppliers, Shrinagar for a monthly supply of 100 cases of the finest quality apples. The supply should commence from August and should continue for a period of twelve months thereafter. Draft a letter giving full details. **10**

OR

You are a dealer in electric goods and have received an order from Rajkot Electric Stores for 12 Rallies table fans. You do not have them in stock. Draft a letter offering similar goods to your valued customer.
