



D-19080001030600

Seat No. _____

B.Com. (Sem. III) (CBCS) (W.E.F.2019) Examination

August - 2022

Business Communication-I

(General Option)

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

[Total Marks : 70

Instruction : Attempt Any **Four** questions :

- 1** Answer the following questions in brief : **17.5**
 - (1) What is Communication ?
 - (2) Explain any two objectives of communication.
 - (3) Explain What is effective communication ?
 - (4) Explain Grapevine communication.

- 2** Answer the following questions in brief : **17.5**
 - (1) "Communication is a two way process." Explain :
 - (2) What is feedback ?
 - (3) What do you mean by formal communication ?
 - (4) Explain the Downward Communication.

- 3** Write short notes : **17.5**
 - (1) Inward Structure of a Business Letters.
 - (2) Mechanical Barrier to Communication.

- 4** Write short notes : **17.5**
 - (1) Essentials of Business Letters.
 - (2) Sender Oriented Barriers.

- 5** Explain verbal communication in detail. **17.5**

- 6 Explain the functions of sign language, paralanguage and proxemics in communication. 17.5
- 7 (a) M/s Mohanlal Odhavaji & Co. Junagadh writes a letter to a Surat based stationery articles manufacturing firm for bulk buying of their new venture. As a manager write a letter asking for all the terms and conditions of the business and request a complete price - list for reference. 17.5
- (b) Respond to your promising customer who wants to buy a large quantity of cosmetics items of your Bloom brand. Try to win the order.
- 8 (a) As a proprietor of a business firm, cancel your huge order of seasonal goods, as your supplier has not responded to your order in time. 17.5
- (b) One of your customers has asked you to send them KitchenQueen hand blenders, but you have recently given up dealing in that particular brand. Write them a letter trying to convince them to buy one of other brands, which you are dealing in.
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