



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 17.5 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.

(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 17.5 huge order of seasonal goods, as your supplier has not responded to your order in time.

(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.
