



**DE-002-001306** Seat No. \_\_\_\_\_

**B. Com. (Sem. III) Examination**

**March - 2022**

**Business Communication - I**

*(Old Course)*

**Faculty Code : 002**

**Subject Code : 001306**

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

[Total Marks : 70

- 1 Answer any five questions in brief : **15**
- (1) What are the three main advantages of oral communication ?
  - (2) What is the importance of feedback in communication ?
  - (3) What are the five basic elements of communication process ?
  - (4) What is paralanguage ?
  - (5) What are the disadvantages of informal channel of communication ?
  - (6) Why face-to-face communication is considered as the best occasion of oral communication ?
  - (7) How does body language help in communication ?
- 2 Write any two short notes : **20**
- (1) Characteristics of written communication.
  - (2) Importance of communication in business.
  - (3) Limitations of upward communication.
  - (4) Advantages of informal communication.
- 3 (a) M/S Agrawal & Co., 3-b, Super Market, Connaught Place, New Delhi intend to purchase electric fans of different types and sizes. On their behalf write a suitable trade inquiry letter to their prospective suppliers. **9**

**OR**

- (a) On behalf of M/S H.K. and Sons, Jamnagar, write a letter inquiring about different types of mosquitoes' coil, mat, electronic vaporizer and repellent system. **9**

- (b) Draft a suitable quotation letter with firm offer to the party who has inquired for you washing powder and other products. 9

**OR**

- (b) Write a letter on behalf of Hero Cycles, Ludhaiana to M/S Gupta trading company, Surat, acknowledging receipt of inquiry and giving prices and other necessary details. 9

- 4 (a) On behalf of the Universal Trading Co., Ambawadi, Ahmedabad, write a suitable letter to M/S Jasraj & Co., Jalandhar, placing an order for sports goods. 9

**OR**

- 4 (a) On behalf of an educational institution place an order with wonders of world subscribing for financial newspapers, business journals and magazines of political, general and sports interest. 9

- (b) On behalf of M/S J.M. and Sons, write a letter to one of the customers, acknowledging a large order and assuring of executing the order with their utmost satisfaction. Also take a note of their past contribution and motivate them for future business. 8

**OR**

- (b) Write a letter to Hallmark Gift Galaxy, Bhopal informing about the execution of their order for gift articles. 8

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