



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

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

**October / November - 2016**

**Business Communication - I**

**Faculty Code : 002**

**Subject Code : 001306**

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

[Total Marks : **70**

**Instruction :** Figures to the right side indicate marks.

**1** Answer any **five** questions in brief : **15**

- (1) What are the three main disadvantages of verbal communication?
- (2) How does body language help in communication?
- (3) What are the three important merits of oral communication?
- (4) What is the importance of feedback in communication?
- (5) How does communication take place?
- (6) What occasion of oral communication is considered to be the best one? Why?
- (7) How can body language damage communication?

**2** Write any **two** short notes : **20**

- (1) Comprehensiveness and Completeness
- (2) Inward Structure of a Business Letter
- (3) Outward Appearance of a Business Letter
- (4) You Attitude.

**3** (a) As a secretary of the students union of your college, draft a letter to an event management company inquiring about their service packages on the evening of the silver jubilee celebration of your college. **9**

**OR**

(a) As a proprietor of a furniture manufacturing company, write a letter inquiring the prices of furniture related to Junagadh based educational institute. **9**

(b) Draft a letter on behalf of Abhinav Prakashan to one who had inquired of the terms of business with them. **9**

**OR**

(b) Give a quotation to a building contractor for iron grills. **9**

**4** (a) On behalf of Jamnagar based Real Footwear, write a letter cancelling the order and give appropriate reasons for it to their supplier Hindustan Leather Manufacturing Co., New Delhi. **9**

**OR**

(a) As a secretary of your college students organisation, draft a letter to a musical band of Ahmedabad accepting their terms and charges for the function you are going to celebrate on January 26. **9**

(b) Acknowledge an order placed by a customer after a long interval and point out that the order has been placed from an old catalogue. Ask the customer to confirm the order with the help of the new catalogue which is sent with the letter. **8**

**OR**

(b) Write a letter to Ms. Harjivandas & Co., Jamnagar, one of your old customers dealing in cosmetics, informing about the execution of their ordered goods. **8**