



HCZ-16080001030600 Seat No. _____

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

November/December – 2017

Business Communication - I

(New Course)

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

[Total Marks : 70

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

1 Define communication and explain its process in detail. 15

OR

1 What are the barriers to effective communication ? 15
Discuss any two in detail.

2 Write short notes on any two of the following : 20

- (1) Advantages and disadvantages of oral communication.
- (2) Types of Verbal Communication
- (3) Body language
- (4) Proxemics.

3 Discuss in detail the outward appearance of a business 15
letter.

OR

3 Discuss in detail the essential qualities of a business letter. 15

4 (a) The Manager, State Bank of India, Jail Road, 10
Hyderabad asks for quotation of different stationary
products to Cello Pvt. Ltd. M.G. Road, New Delhi.

OR

The Sales Manager, Samsung India Pvt. Ltd. New Delhi
quotes prices of different models of newly launched
mobile handsets to Prashant Communication,
Sardarnagar Main Road, Rajkot.

- (b) The Librarian, Mahatma Gandhi College of Commerce **10** and Management, Mahatma Phule Road, Pune orders for books to Prakash Book Depot, Bara Bazar, Bareilly.

OR

Draft a letter on behalf of the dispatch in-charge of Dabur India Pvt. Ltd., Mumbai for the execution of 1000 bottles of Chayvanprash to Surya Ayurvedic Store, Vikramsinhji Complex, Ahmedabad.
