



HCZ-002-001306

Seat No. _____

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

November / December - 2017

Business Communication - I

(Old Course)

Faculty Code : 002

Subject Code : 001306

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

[Total Marks : 70

Instructions :

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

1 Answer any five questions in brief : 15

- (1) What is communication ? Write any two definitions of communication.
- (2) Describe basic elements of communication.
- (3) Limitations of Grapevine.
- (4) Discuss the importance of communication in Business.
- (5) What is feedback ?
- (6) Describe advantages and limitations of oral communication.
- (7) Write a note on Telex.

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

- (1) Downward and upward communication.
- (2) Non-verbal communication
- (3) Written communication
- (4) Formal channel of communication – its advantages and disadvantages.

**3 (a) Write a letter from Little Star Play house, Rajkot 9
to Dream Toys Pvt. Ltd. Ahmedabad inquiring about
the latest price of toys and games.**

OR

- (a) Write a letter from Crystal Watch Co., Rajkot to Ajanta watches, Bombay inquiring about the latest price of watches and clocks. **9**
- (b) You have received a trade inquiry from Nilkamal Furniture, Baroda for the supply of furniture. Draft a suitable reply. **9**

OR

- (b) You have received a trade inquiry from Sajavat Novelty Stores, Ahmedabad for bulk purchase of gift articles. Send your latest price list and try to win a quick order. **9**

- 4 (a) On behalf of Vidyarthi Stores, Valsad place a large order for stationary items to ABC Stores, Delhi. **9**

OR

- (a) As a principal of Shantiniketan School, place an order for text books and reference books to Kitab Kendra, Ahmedabad. Also ask the suppliers for immediate dispatch. **9**
- (b) As the owner of Suhana Electronics, draft a letter to Ravi Electronics informing about the execution of their ordered goods of washing machines. **8**

OR

- (b) On behalf of Shreeji medicines draft a letter to Anurag Medical Store informing about the execution of their ordered medicines. **8**