



PBF-002-001306

Seat No. _____

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

November / December - 2018

Business Communication

(Old Course)

Faculty Code : 002

Subject Code : 001306

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

[Total Marks : **70**

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

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

- (1) Define Communication. Discuss the nature of communication.
- (2) What is Informal Channel of Communication ? Discuss its advantages.
- (3) Explain different means of Written Communication.
- (4) Explain paralanguage.
- (5) What is the importance of Body Language in Communication ?
- (6) What are the merits and demerits of Verbal communication ?
- (7) What are the basic elements of communication ?

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

- (1) Space Language
- (2) The elements of the Communication.
- (3) Non-verbal Communication.
- (4) Types of Communication.

- 3** (a) Write a letter to the Export Manager, Falcon Dye Inc. **9**
Tokyo, a leading provider of dye for all sorts of clothes,
inquiring about the availability of dye in bulk quantity
for which you would like to place an order.

OR

- (a) Write a letter from Unique Watch Co. Baroda to **9**
Gravity Watches, Mumbai inquiring about the latest
prices of watches and clocks.
- (b) Draft a letter on behalf of Navjivan Prakashan to one **9**
who had inquired of the terms of business with them.

OR

- (b) You have a trade inquiry from Zencare Electronics, **9**
Surat for the supply of Refrigerator. Draft a suitable
reply.

- 4** (a) On the behalf of an export firm in Delhi, write a **9**
letter to place an order for silk sarees to Abhinav
Silk Mill.

OR

- (a) On the behalf of Clear Opticals, Navsari, place a **9**
large order for glassware articles to Pioneer Eye
Opticals, Bharuch.
- (b) As the owner of Prozone Ceramics, draft a letter **8**
to Saurashtra Ceramics informing about the execution
of their ordered goods of Tiles.

OR

- (b) On behalf of Bharat Drugs Store write a letter to **8**
Wallmart Medicines informing about the execution
of their ordered medicines.