



PBF-16080001030600 Seat No. _____

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

November / December - 2018

Business Communication - I

(New Course)

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) Explain the process of communication giving examples.
- (2) Write a note on socio-psychological barriers to communication. What can be done to overcome them?
- (3) Discuss cultural barriers and steps to overcome them.
- (4) Is 'information overload' a barrier ? Why ?
- (5) Discuss the steps or solution to overcome the barriers to communication.
- (6) Explain External or Mechanical barriers.
- (7) What is the importance of feedback in communication ?

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

- (1) What do you understand by Grapevine ? What is its importance in an organization ?
- (2) Compare the advantages and disadvantages of oral and written communication.
- (3) What are the types of non-verbal communication ?
- (4) What are the characteristics of written communication ?
- (5) How does body language help in communication ? What is the message transfer ?

- 3** Attempt any **three** from the following : **15**
- (1) What is the meaning of “You attitude” in business letter ?
 - (2) Per pro signature.
 - (3) The significance of correctness and clearness in business letter.
 - (4) Collection letters are written in a series.
 - (5) Body of a business letter.
- 4** (a) Draft a letter of inquiry for sports goods. **10**
- OR**
- (b) Acknowledge an order for syntax tank supply in large number. Draft a suitable reply with Quotation and special terms.
- 5** (a) On behalf of your institution place an order with **10**
‘time’s office’ for Economic times, business journals
and magazines of political and sports interest.
- OR**
- (b) Draft a letter of execution to the above institute
informing about the required journals.
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