



JAK-16080001030600

Seat No. _____

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

November - 2019

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 the process of communication in detail. **15**

OR

1 What do you understand by barriers to communication ? Explain external or Mechanical barriers and Cultural barriers. **15**

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

(i) Advantages and disadvantages of written communication.

(ii) Advantages and disadvantages of oral communication.

(iii) Body language.

(iv) Time and space as non-verbal communication.

3 Comment on the outward appearance of a business letter. **15**

OR

3 Comment on correctness and clearness in a business letter. **15**

4 Draft a letter of inquiry from Kids World, Ahmedabad to Royal Creations, Mumbai inquiring about children's readymade garments. **10**

OR

4 You have received a trade inquiry from Prakash Computers, Rajkot regarding various models of laptops. On behalf of Pragati Info World, Ahmedabad. Draft a suitable reply giving prices and terms of business. **10**

5 As a college Librarian, place a large order for books on Commerce and management. **10**

OR

5 On behalf of Om Sales, Ahmedabad, write a letter to Raja Stationary Store, Rajkot, informing about the execution of their ordered stationary items. **10**