



JAK-002-001306

Seat No. _____

B. Com. (Sem. III) Examination

November - 2019

Business Communication - I

(Old Course)

Faculty Code : 002

Subject Code : 001306

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

[Total Marks : 70

Instruction : Figures to the right show marks.

- 1** Answer any **five** of the following questions in brief : **15**
- (1) What is communication ? Define it.
 - (2) What is the importance of feedback in effective communication ?
 - (3) What is 'gesture' in communication ?
 - (4) What is 'space' in communication ?
 - (5) What is horizontal communication ?
 - (6) What is verbal communication ?
 - (7) What are the characteristics of non-verbal communication ?
- 2** Write short notes on any **two** of the following : **20**
- (1) The process of communication.
 - (2) Elements of communication.
 - (3) Outward appearance of a business letter.
 - (4) Upward and downward communication.
- 3** (a) Write a letter from Savan A to Z Store, Vanthali - **9**
Sorath regarding inquiry of home appliances to
Mohit Home Appliances Pvt. Ltd., Rajkot.
- OR**
- (a) You are Bansi Solanki. Write a letter of inquiry **9**
regarding sewing machines for a Mahila Mandal
of Bantava to Piyush Machine Supply, Bantava.
- (b) Mital Paper Industries has received a trade inquiry **9**
from Manisha Paper Products for the supply of paper
boxes. Draft a suitable reply.

OR

- (b) You have received a trade inquiry from Vimal College of Commerce, Jamnagar regarding bulk purchase of sanitaryware and bathroom fittings. Send your latest quotation and try to win a quick order. **9**
- 4 (a) On behalf of Param Pustak Kendra, Junagadh place a large order for books to C. Jamnadas Publishers, Rajkot. **9**
- OR**
- (a) As a leading industrialist in Dhoraji, place a large order for fans to Orient Fans Dealer in Rajkot. Request the supplier for immediate dispatch. **9**
- (b) As a Manager of Uzma Pvt Ltd., Vanthali, draft a letter to Tanjila Motor Rewindig Enterprise, Manavadar informing them about refusal to execute an order till such time as the outstanding bill is paid off. **8**
- OR**
- (b) On behalf of Divyesh Agro Suppliers, Dwarka write a letter to Chintvan Farm House informing about the execution of their ordered farm seeds. **8**
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