



BBF-002-001306 Seat No. _____

Second Year B. Com. (Sem. III) Examination

July - 2021

Business Communication - I

(Old Course)

Faculty Code : 002

Subject Code : 001306

Time : 2½ 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) Discuss function of communication.
- (2) Explain sender communication.
- (3) Explain formal channel of communication and its advantages and disadvantages.
- (4) Importance of upward communication.
- (5) Importance of diagonal communication.
- (6) Explain three advantages and three disadvantages of oral communication.
- (7) Explain facial expressions.

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

- (1) Various elements in the process of communication.
- (2) Downward communication and its limitations.
- (3) Verbal communication.
- (4) Different forms of written communications.

3 (a) Draft a letter of Inquiry about various saris, salwar kameez and dupattas to Rupa Garments, Ahmedabad. Ask for a bulk purchase discounts catalogues also. 9

OR

- (a) Draft a letter of Inquiry about wrist watches and clocks to Sukanya Watch Co., Jamnagar. Ask for its price-lists and its urgency. **9**
- (b) Write a letter on behalf of Sundaram Furniture to one who had inquired of the terms of business with them. **9**
- OR**
- (b) Write a letter of reply to the inquiry about Chandni Stationery articles to one who had inquired of the terms of business with them. **9**
- 4 (a) Messrs. Pulkit & Sons have placed an order with the Aroma Footwear; Rajkot for a monthly supply of five thousand foot wears of the best quality. Supply should commence from September and should continue for three months. **9**
- OR**
- (a) Place an order for 450 sets of diamond jewellery in various colours on behalf of Rupali Ornament with decorated boxes for Diwali presentation for no additional charges. **9**
- (b) Write a letter regarding execution of an order on behalf of Dwarkadish Furniture to Super Plastic Limited informing date of delivery, mode of transportation used, nature of packing, total price and mode of payment. **8**
- OR**
- (b) On behalf of Suman Book Store, Jamnagar, write a letter to Kumkum Publishers (Pvt.) Limited informing about the execution of their ordered books. **8**
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