



Seat No. _____

HAO-19080001030600
B. Com. (Sem. III) (CBCS)
(W.E.F. 2019) Examination
June - 2023
Business Communication (BC) - I

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

- 1** Answer the following questions : (any five) **17.5**
- (1) Write in brief about grapevine.
 - (2) Write in brief about receiver-oriented barriers.
 - (3) Write in brief about Subject Line and Reference Line in a business letter.
 - (4) 'Courtesy costs nothing' : explain in brief.
 - (5) Write in brief about Enclosure in a business letter.
 - (6) Write in brief about process of communication.
 - (7) Write in brief about overcoming sender-oriented barriers.
- 2** Write short notes : (any three) **17.5**
- (1) Paralanguage
 - (2) Importance of Business Communication.
 - (3) Mechanical Barriers.
 - (4) Salutation and Complementary Close
- 3** Write detailed notes : (any two) **17.5**
- (1) Outward Appearance of a Business Letter.
 - (2) Verbal Communication.
 - (3) Merits and Demerits of Written Communication.
 - (4) Completeness and Comprehensiveness in a Business Letter.

- 4 (a) (1) Write a letter to inquire about various cosmetics items. **17.5**

OR

- (2) Write a letter to your customer who has inquired about the business of mobile accessories ?

- (b) (1) Draft a letter ordering 'Shona' Ladies Undergarments.

OR

- (2) Write a letter cancelling your order for raincoat and umbrella.
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