



Seat No. _____

HAO-16080001030600

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

(W.E.F. 2016) Examination

June - 2023

Business Communication - I

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

Instructions :

- (1) All questions are compulsory.
- (2) Figures to the right indicate marks.

1 Answer the following questions in detail : (any one) **15**

- (1) Explain in detail the Process of Communication.
- (2) Explain sender and receiver oriented barriers and steps to overcome them.

2 Write short notes on : (any two) **20**

- (1) Explain different Channels of Formal Communication giving their uses with examples.
- (2) Give Advantages and Disadvantages of Oral Communication.
- (3) Space language
- (4) Body language

3 Write detailed notes on : (any three) **15**

- (1) Heading
- (2) Date
- (3) Paper
- (4) Envelope
- (5) Postscript

- 4 (a) As a retailer of dry fruits you require a large supply for festival season. Write a letter of inquiry to Jankidas and Sons, Mumbai, stressing the size of your regular orders to get a competitive quotation. 10

OR

- (a) You received an inquiry from Rajat Home Appliances, Keshod for the supply of newly launched washing machine of your reputed company. Write a quotation letter giving detailed price list and terms and conditions of payments to get large and continuous order in future. 10
- (b) Draft the letter giving complete details on behalf of Dastur Motors, Rajkot to KJM Bikes, Delhi, for a monthly supply of 100 bikes. Request them to commence supply from next month and should continue for a period of twenty four months. 10

OR

- (b) Draft a suitable letter of execution on behalf of Global Kitchenwares, Surat to Rama and Sons, Veraval for in time execution and instructed packaging of their required goods. 10
