

B.Com. Semester - 3 (CBCS) Examination**Oct/Nov. -2018****BUSINESS COMMUNICATION – 1 (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

- Que-1 Write a detailed answer on the following questions. (Any one) (15)
- (A) What is communication? Discuss in detail different parts of communication.
- (B) Explain with various examples of different barriers of communication.
- Que-2 Write a short note on the following topics. (Any two) (20)
- (A) Advantages of verbal communication.
- (B) Face to face communication.
- (C) Body language.
- (D) Paralanguage.
- Que-3 Write a detailed answer on the following question. (Any one) (15)
- (A) What are the outer parts of a business letter? Explain in detail.
- (B) Explain in detail the essential qualities of a business letter.
- Que-4 Write a suitable letter. (Any one) (10)
- (A)
- (1) Write a letter of inquiry for the cosmetic items.
- (2) Write a letter of reply for the inquiry of stationary items.
- (B) Write a suitable letter. (Any one) (10)
- (1) Write a letter of order for LED TVs and Refrigerators.
- (2) Write a suitable letter of execution of an order for the washing machines and ACs.
