

March-2015

B.Com.Sem-1

Business Communication

Paper Code:- 2567

Time :- 2.30 Hours

Maximum Marks :- 70

Instruction(S)

- \* All five questions are mandatory.
- \* All five questions have their optional questions.

Q-1 Explain barriers of Communication.

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OR

Q-1 Write short note on any two of the following:

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- (i) Written Communication
- (ii) Grapevine
- (iii) Vertical Communication

Q-2 Draft any two of the following:

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- (i) Telephonic Answering Machine
- (ii) E-mail with it's advantages and disadvantages
- (iii) Teleconferencing

Q-3 Explain the following terms: (Any Seven)

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- |             |                 |                     |                         |
|-------------|-----------------|---------------------|-------------------------|
| * Freight   | * CIF           | * Trade Mark        | * Consignment           |
| * Pilferage | * Hypothecation | * Power of attorney | * Certificate of origin |

Q-4 Write a letter on behalf of the Royal Hosiery Mart of Ahmedabad to the wholesale suppliers of Bombay Inquiring them about different product and requesting to send the price list along with terms of business.

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OR

Q-4 You have received a trade inquiry from Grand Vision Store, Ahmedabad for purchase of motion games, Send your latest price list.

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Q-5 Narrate moral of the story – How much land does a man need in your own words.

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OR

Q-5 Explain theme of the story – The Post Master.

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