

Examination-~~Dec~~2016 - B.Com. Sem.I

Paper No. – CC – 104 – B Business Communication I

Paper Code:- 20244

Time: 2.30 Hours

Maximum Marks 70

Q-1: Answer the following questions. (Any Two)

[14]

- (A) Define communication and explain its meaning in business context.
- (B) Evaluate the process of communication and importance of feedback.
- (C) Explain non-verbal communication and its advantages and disadvantages.
- (D) Discuss Network of Communication in an organization.

Q-2: Write a short note on the following topics: (Any Two)

[14]

- (A) Email and voice-mail
- (B) Audio-video conferencing
- (C) Discuss advantages and disadvantages of Internet.

Q-3: Give the full form and write briefly on the following business terms: (Any Seven)

[14]

1. C.O.D. 2. F.O.B 3. C.I.F. 4. Performa Invoice 5. Ex-Warehouse
6. Custom Duty 7. Cartage 8. Trade Mark 9. Demurrage 10. Power of Attorney

Q-4: (A) Answer the following questions. (Any Two)

[10]

1. Letter head.
2. NOMA form
3. Stationery & Folding

Q-4: (B) Write a short note on the given topic: (Any One)

[04]

1. Full Block Form
2. Window envelope

Q-5: - (A) Draft a letter on the following:

[07]

Draft a letter of inquiry on behalf of Kendriya Vidyalaya, Ahmedabad, asking for school furniture to Furniture Mart, Pune.

OR

On behalf of Adarsh Computers Bhavnagar, write a letter of inquiry to Mehta Enterprise, Mumbai for Peripherals of computers you required.

Q-5: - (B) Draft a letter on the following:

[07]

Draft a letter of quotation on behalf of Jupiter Computers, Bangalore to Mr. S.N.Joshi who requires an intercom system and CCTV cameras for his newly established office at Rajkot.

OR

On behalf of New Image Graphics, Bhavnagar draft a quotation letter to Popular Tours & Travels stating the price at which they will design and print 500 copies of their brochures in the design submitted.