

16 OCT 2019

B.Com. - - SEM-I
Business Communication

Code: 20244

Time: 2.30 Hrs

Total Marks : 70

Question-1 (A) How does the flow of authority reflect in the channels of Communication? (14)

OR

Question-1 (A) (i) What are the advantages of verbal communication? (07)

Question-1 (A) (ii) Explain formal communication network. (07)

Question-1 (B) Answer the following questions: (Any Four) (04)

(1) Step compare with 'Encoding'.

(2) Step compare with 'Decoding'.

(3) Communication means

(4) The process of communication is incomplete without

(5) Is it true that feedback is only one step?

(6) Communication without words is

Question-2 (A) Describe the pros and cons of video conferencing. (14)

OR

Question-2 (A) (i) What are the disadvantages of voice mail? (07)

Question-2 (A) (ii) Explain advantages of E-mail? (07)

Question-2 (B) Answer the following questions: (Any Four) (04)

(1) Give full name of FAX.

(2) Give full name of Email.

(3) Internet means

(4) Give full name of SMS

(5) Use of emails is depended on

(6) Give types of conferences.

Question-3 (A) Give abbreviations with notes: (Any Seven) (14)

(1) Invoice

(2) Consent

(3) VAT

(4) Debit Note

(5) GST

(6) Bill of Landing

(7) Consignor

(8) Trademark

OR

Question-3 (A) (i) Define below term: (Any Seven) (07)

- (1) Ex ware house (2) Hypothecation (3) Demurrage
- (4) CIF (5) Pilferage (6) Custom Duty
- (7) FOB (8) Certificate of origin

Question-3 (A) (ii) Why business term & Abbreviations are necessary for technical communication? (07)

Question-3 (B) Give full form of following term: (Any Three) (03)

- (1) VAT
- (2) FOR
- (3) E&OE
- (4) COD
- (5) CWO

Question-4 (A) How can the appearance of the letter be improve? (14)

OR

Question-4 (A) (i) Describe layers of Business letters. (07)

Question-4 (A) (ii) Give details of occasional parts of business letters. (07)

Question-4 (B) Give information of following parts in one line: (Any Three) (03)

- (1) Letter head
- (2) Attention line
- (3) Salutation
- (4) Envelopes
- (5) Signature