

B.Com. Semester III (Honours) Examination, 2018-19

COMMERCE

Course ID : 31215

Course Code : BCOMH/305SEC-1

Course Title: Business Communication

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

1. Answer *any five* questions: 2×5=10
 - (a) What is formal communication?
 - (b) What is an e-mail?
 - (c) What do you mean by vertical communication?
 - (d) What is Feedback?
 - (e) What is grapevine?
 - (f) What is Mock Interview?
 - (g) What is oral communication?
 - (h) What is video conferencing?

2. Answer *any four* questions: 5×4=20
 - (a) What are the objectives of business communication?
 - (b) Distinguish between verbal and non-verbal communication.
 - (c) What are the external barriers to communication?
 - (d) Briefly explain the different parts of a business letter.
 - (e) What are the essential requirements of a good business report?
 - (f) State the principles of effective communication.

3. Answer *any one* question: 10×1=10
 - (a) What are the advantages and disadvantages of video conferencing?
 - (b) What do you mean by Sales Letter? State the essential qualities of a good sales letter.