

**B.Com 3<sup>rd</sup> Semester (Programme) Examination, 2020-21**  
**COMMERCE**

**Course ID :31219**

**Course Code : BCOMP 302C-2C**

**Course Title :Business Communication**

**Time : 2 Hrs**

**Full Marks : 40**

*The figures in the right hand side margin indicate marks.*

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

**1. Answer any five of the following questions: (2 x 5 = 10)**

- a) What do you mean by formal Communication?
- b) Define Two-way communication?
- c) What is Listening?
- d) Define Channel in the process of communication.
- e) What do you mean by Feedback?
- f) What is the concept of Communication Noise?
- g) State the concept of Non-verbal Communication.
- h) Define Resume.

**2. Answer any four of the following questions: (5 x 4 = 20)**

- a) State in brief the concept of Barriers in Listening process.
- b) Write short notes on: (i) Written communication and (ii) Group Communication.
- c) What are the basic requirements of a good business letter ?
- d) State the essential features of a Business Report.
- e) State the advantages of E-Mail as toll of communication.
- f) What are major difference between formal communication and informal communication?

**3. Answer *any one* of the following questions:**

**(10 x 1 = 10)**

- a) Explain in brief the process of an effective business communication? Mention two essential purposes of business communication? **(8+ 2)**
- b) Draft a letter to a supplier for quotation of goods. **(10)**