

**BCOMP-III/B.Com/302C-2C/19**

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

**COMMERCE**

**Course ID : 31219**

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

**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 do you mean by Formal Communication?
  - (b) Name the elements of a Communication Process.
  - (c) What are the different forms of Informal Communication?
  - (d) What do you mean by Feedback in Communication?
  - (e) What is Gestural Communication?
  - (f) What is Communication Network?
  - (g) What is a Trade Enquiry?
  - (h) What do you mean by Downward Communication?
  
2. Answer *any four* questions: 5×4=20
  - (a) Distinguish between formal and informal Communication.
  - (b) What are the advantages of Fax?
  - (c) What are the main features of a Business Letter?
  - (d) Explain the importance of feedback in Communication Process.
  - (e) State the essentials of effective listening.
  - (f) State the advantages of video-conferencing.
  
3. Answer *any one* question: 10×1=10
  - (a) Discuss the nature and importance of Business Communication.
  - (b) Discuss, in brief, the different types of barrier to Business Communication Process.