Total No. of Questions-15] [Total No. of Printed Pages-2

# B.Com. III Semester (CBCS) Examination

## CBS-IIIs/12

## 241179

## FUNDAMENTALS OF BUSINESS COMMUNICATION

## Course No. - UBCTC - 301

*Time Allowed-2½ Hours* *Maximum Marks-80*

### SECTION - A

**Note :** Attempt **all** the questions. Each question carries **3** marks. **(5×3=15)**

1. Describe the factors contributing to the importance of communication.
2. What are the demerits of formal communication?
3. Enumerate the ways through which non- verbal communication can be improved?
4. Discuss the essentials of an effective business letter.
5. List out the importance of e - communication.

### SECTION - B

**Note :** Attempt **all** the questions. Each question carries **7** marks. **(5×7=35)**

1. Discuss the principles of effective communication including 7Cs.



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2. Distinguish between formal and informal communication.
3. Highlight the methods of written communication.
4. Discuss the situations when circular letter is written.
5. Highlight the advantages and disadvantages of technology in business communication.

### SECTION - C

**Note :** Attempt any **two** questions. Each question carries **15** marks. **(2×15=30)**

1. What do you mean by communication? Distinguish between general and technical communication. Diagrammatically explain the process of communication.
2. Explain using suitable examples the various types of formal and informal communication. https://www.jktopper.com
3. Explain the methods of oral communication and need for learning oral communication skills.
4. What is office memorandum? Draft a memo showing all the aspects of a memo using hypothetical example.
5. Highlight the importance of E-mails, text messaging and instant messaging in business communication.

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