AC-2653
First Year B. Com. (Hons.) (Sem. II) Examination
March / April – 2015
Business Communication

Time : 2 Hours] [Total Marks : 50

Instructions :

(1)

1. Answer the following questions : (any two) 10
   
   (1) What is non-verbal communication ?
   (2) Write factors affecting listening process.
   (3) Write the basic elements of SWOT Analysis.

2. "Modern age is an age of information revolution". 13
   Discuss the statement.

3. (A) Draft a letter of inquiry to popular Book Seller, 7
    Surat making an inquiry for the purchase of F.Y.B.Com.
    English books for the college library.
    (B) What is a Persuasive letter ? What steps will you 6
        take to plan a Persuasive letter ?

4. Write short notes on : (any two) 14
   
   (1) Qualities of good business letter.
   (2) Proxemics.
   (3) Video conferencing.

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