

2308000601050004
EXAMINATION DECEMBER 2024
BACHELOR OF COMMERCE (NCF-NEP)
(FIRST SEMESTER)
AEC - BUSSINESS COMMUNICATION - I - LEVEL 5

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF COMMERCE (NCF-NEP) (FIRST SEMESTER)**
 - b. Name of the Subject : **AEC - BUSSINESS COMMUNICATION - I - LEVEL 5**
 - c. Subject Code No : **2308000601050004**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

--	--	--	--	--	--

Student's Signature

Q.1 Answer the following questions briefly:

4

- i) Explain the concept of two-way communication.
- ii) What is the role of encoding in communication?
- iii) What role does conciseness play in a business letter?
- iv) Explain the concept of mass communication.

Q.2 i) What are the common barriers to effective communication, and how can they be overcome?

7

OR

- ii) What are the key components that make up the structure of a typical business letter, and how are they organized within the letter?

- Q.3** A. i) On behalf of the principal of a college, write a letter of inquiry to Sharp Education Pvt. Ltd. regarding smart boards for the college. **4**

OR

ii) Suppose you are a sports teacher at a college. Write a letter to the sports goods dealer asking them to send quotations for various sports equipment required for your college.

- B. i) Write an acknowledgment letter of received payment to your client and also express your willingness to serve them in the future as well. **3**

OR

ii) Imagine a situation where you are a website designer. Write a response to your prospective client who wants you to develop a website for his restaurant.

- Q.4** A. i) Write a routine order letter to a wholesaler about various cosmetic products for your shop. **4**

OR

ii) Write a letter to a supplier to cancel an order that was placed recently. Provide the reasons for the cancellation and request refund.

- B. i) As an owner of Raja Fashion House write an order letter to your client in response to the catalogue of designer wedding outfits. Also mention the payment and delivery details. **3**

OR

ii) You manage a medical store, and one of your regular suppliers is unable to deliver the medicines due to unforeseen supply chain issues. Write a letter to a customer who had ordered some medicine, explaining the situation and offering suitable substitute products.
