

2308000601050004
EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (FIRST SEMESTER)
(NEP & NON NEP)
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 (FIRST SEMESTER) (NEP & NON NEP)**
- 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.
5. Indicate clearly the options you attempt.

Seat No:

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Student's Signature

Q.1 Answer the following questions briefly: 4

- 1) What are the steps involved in the communication process?
- 2) Explain the concept of noise in communication.
- 3) What are communication barriers?
- 4) Explain the concept of mass communication.

Q.2 i) Describe the standard format for the layout of a business letter, including details about margins, fonts, and spacing. 7

OR

- ii) How can effective communication contribute to improved teamwork and organizational success?

Q.3 A) 4

- i) Imagine a situation where you are a dealer in mobiles and chargers and you have received an inquiry from your prospective client about mode of payments and transportation. Write a suitable letter to answer these queries.

OR

- ii) Suppose you are a manager at The Galaxy International Hotels. Write a letter to a dealer in electrical goods asking them to send quotations for lights and fans required for your hotel.

- B) 3
- i) On behalf of the principal of a higher secondary school write a letter to Secure Systems Pvt. Ltd. to demonstrate a session on working and usage of CCTVs that you wish to purchase from them.

OR

- ii) Imagine you are a supplier of garments. Write a letter to your regular client informing them about special discounts on Diwali and asking them to take maximum advantage of this scheme.

Q.4 A)

- i) Write a routine order letter of various bakery products to Real Bakers for the restaurant being run by you. 4

OR

- ii) As the owner of a stationery store, write a letter to a wholesaler requesting changes to the order of some stationery items that has already been placed.

B)

- i) Imagine you are the owner of a retail grocery store. Write a letter to a supplier requesting an extension for the delivery of groceries as your store is closed for a family occasion. Also propose a new delivery date. 3

OR

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