**B.Com III-Semester Examination**

**Fundamentals of Business Communication**

**(CBCS)**

**Course No. UBCTC-301**

*Time Allowed: 21/2 Hours Maximum Marks: 80*

**Section- A**

**(5x3=15)**

**Note:** Attempt **all** the questions. Each question carries **three** marks. Answer to each question should be within 70-80 words.

1. What do you understand by the word communication?
2. Write in brief about formal communication?
3. What are the advantages of written communication?
4. What is office memorandum?
5. Give examples of E-communication?

**Section- B**

**(5x7=35)**

**Note:** Attempt all the questions. Each question carries **seven** marks. Answer to each question should be within 250-300 words.

1. Which are the principles of effective communication?
2. Differentiate between formal and informal communication?
3. What are the various types of communication?
4. Explain the essential requirements for an effective business letter?
5. What is the role of technology in communication?

**Section- C**

**(2x15=30)**

**Note:** Attempt any **two** questions. Each question carries **fifteen** marks. Answer to each question should be within 500-600 words.

1. Discuss the process of communication?
2. Explain in detail the various factors effecting business communication?
3. Explain oral communication? Discuss the advantages and disadvantages of oral communication?
4. Write down various guidelines for drafting an enquiry letter?
5. What are the various advantages and disadvantages of technology in communication?