

2022

(CBCS)

(1st Semester)

COMMERCE

Paper Code : BCH-1.3 (AECC-1)/

BC-1.4 (For B.Com General)

(**Business Communication**)

Full Marks : 37½

Pass Marks : 40%

Time : 2 hours

(PART : B—DESCRIPTIVE)

(Marks : 25)

*The figures in the margin indicate full marks
for the questions*

1. (a) Explain the nature and process of communication. 2½+2½=5

Or

- (b) Explain the barriers to communication. 5

2. (a) Write a quotation letter to a customer giving details about table fans offered by your organization. 5

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(Turn Over)

Or

(b) Write a letter applying for the post of accountant advertised by the Director, Department of Treasuries and Accounts, Nagaland, the advertisement made on 1st October, 2022 in Nagaland Post.

3. (a) Explain the types of business reports. 5

Or

(b) Explain the essentials of good report writing.

4. (a) What are the steps involved in sending an e-mail? 5

Or

(b) Explain how videoconferencing is conducted.

5. (a) Explain the importance of oral presentation. 5

Or

(b) Explain the process of PowerPoint presentation.
