



**AC-2653**

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

Time : 2 Hours]

[Total Marks : 50

**Instructions :**

(1)

नीचे दृशावेल निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
**First Year B. Com. (Hons.) (Sem. II)**

Name of the Subject :  
**Business Communication**

Subject Code No. : **2 6 5 3** Section No. (1, 2,.....): **NIL**

Seat No. :

Student's Signature

- 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.