

**TDC Odd Semester Exam., 2020
held in July, 2021**

COMMERCE

(Pass)

(3rd Semester)

Course No. : BCMP-301

(**Business Communication—I**)

Full Marks : 50

Pass Marks : 17

Time : 2 hours

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

Answer **five** questions, selecting **one** from each Unit

UNIT—I

1. Define communication. Write briefly about the process of communication. 10
2. Explain in detail on media of communication. 10

UNIT—II

3. Explain the importance of communication in an organization. 10

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(Turn Over)

4. Discuss briefly the different barriers to communication. 10

UNIT—III

5. What is a business letter? State its need and function in a business organization. 4+6=10
6. Explain the terms quotation, order and tender. 10

UNIT—IV

7. What is a report? State in brief the layout of a report. 3+7=10
8. What is meant by agenda and minutes? State the differences between the two. 5+5=10

UNIT—V

9. What is press release? Why is public speaking an important instrument for communication? Explain. 10
10. Write short notes on the following : 5+5=10
 - (a) Advertisement
 - (b) Survey

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BCML-301/227A