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**SX/S-2/UG(C) —  
B. Com (AECC – II)**

**2017**

*Time : 3 hours*

*Full Marks : ~~100~~ 50*

*Candidates are required to give their answers in  
their own words as far as practicable.*

*The questions are of equal value.*

*Answer any **five** questions.*

1. What is Communication ? Discuss the types of Communication.
2. Discuss the Linguistic and Interpersonal barriers to Communication.
3. What are the different forms of Communication ? Explain.
4. Explain the characteristics of a Business Report .
5. You want to take a car loan. Write a letter to the Chief Manager, SBI to send you all the information related to car loan.

6. Assume that you are Kapil Singh, the Managing Director of Innovation Software Limited. Write a memo to all your sales staff informing them about an incentive to all the sales staff from July, 2017.
7. Write a Job application to the Manager of Tata Telecommunications in your city.
8. Assume that you are the Chief Manager of Axis Bank, Ranchi. Write a sales letter for the potential customers regarding housing loans of the Bank.
9. What are the important steps in preparing an effective oral presentation ? Explain.

