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B. Com (AECC - II)

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a memo to all your sales staff informing

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.

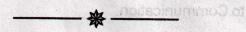
- What is Communication? Discuss the types of 1 Communication.
- Discuss the Linguistic and Interpersonal barriers 2 to Communication.
- What are the different forms of Communication? 3. Explain.
- Explain the characteristics of a Business Report. 4
- You want to take a car loan. Write a letter to the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

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- 6. Asume 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.
- 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.
- What are the important steps in preparing an effective oral presentation? Explain.

What is 5 dennunication 2.1



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