



WEST BENGAL STATE UNIVERSITY

B.Com. Honours 3rd Semester Examination, 2019

FACHGEC03T-B.COM. (GE3)

BUSINESS COMMUNICATION AND E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

All symbols are of usual significance.

GROUP-A

1. Answer any **five** questions from the following: $2 \times 5 = 10$

- (a) State two objectives of business communication.
- (b) What is informal communication?
- (c) Name two models of communication.
- (d) Define resolution.
- (e) What do you mean by ATM?
- (f) What is internet?
- (g) What is digital marketing?
- (h) Define 'social media'.

GROUP-B

2. Answer any **four** questions from the following: $5 \times 4 = 20$

- (a) Discuss the advantages of horizontal or lateral communication.
- (b) What is video conferencing? State two advantages of such conferencing.
- (c) What are the different barriers to communication?
- (d) Discuss the features of B2B E-commerce model.
- (e) Briefly state about the requirements of E-payment.
- (f) What do you mean by mobile commerce?

GROUP-C

3. Answer any **two** questions from the following: $10 \times 2 = 20$

- (a) Draft a report to the Board of Directors regarding the mechanization of office work. 10
- (b) Draft a letter to your bank requesting to increase the overdraft facility from Rs. 5,00,000 to Rs. 10,00,000 stating appropriate reason. 10
- (c) Mention any four methods of E-payment. State the advantages of using digital cash. 4+6
- (d) Discuss about the electronic mode of transfer of fund in Government sector. 10

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