



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: 2×5 = 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: 5×4 = 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: 10×2 = 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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