

Bankim Sardar College

Semester II Examination B.Com

Hons./Gen. Subject: E-Commerce & Business

Communication

Answers of each group should be in separate

answer-sheet

Group – A (F.M. 10)

Answer any five questions

2X5

1. What is the full form of EDI?
2. Why most of the Indians buy online?
3. What is intranet?
4. What is the full form of SFA?
5. What is the full form of UPI?
6. What is the full form of ERP?
7. What is the full form of SLA?
8. Write two method of digital Marketing?

Group – B (F.M. 80)

Answer any two questions

10X2

1. What do you mean by business communication? Write down the objective of communication.
2. What are the barriers of effective communication?
3. Define formal and Informal communication.
4. What do you mean by horizontal communication?

Answer any three questions

20X3

5. Distinguish between verbal and Non-verbal Communication.
6. State the function of communication network.
7. What do you mean by Electronic Mail? State the advantages of e-mail.
8. Write a letter to ABC Electronics of Mumbai placing an order for 200 large LED TV sets.
9. Draft a notice convening the first board meeting of a public company.