

SREE CHAITANYA MAHAVIDYALAYA
B.COM (GEN.) SEMESTER VI :: INTERNAL EXAMINATIONS 2021
Papercode : FACSSEC04M :: BUSINESS COMMUNICATION & E-COMMERCE

Time : 1 hour

Full Marks : 20

The students should write answers in English only.

MODULE - I

Group A

1. Answer **any FIVE** questions. (1 X 5)
- (a) Define Communication?
 - (b) What is Formal Communication?
 - (c) What do you understand by Communication Barrier?
 - (d) State two advantages of Corporate Communication.
 - (e) What are the channels of communication?
 - (f) What is Quorum?
 - (g) What is Quotation?
 - (h) State the role of e-mail in business communication.

Group B

*(Answer **any ONE** question)*

(5 X 1)

- 2. Draft a Notice along with the Agenda for convening the first meeting of the Board of Directors of a Public Ltd. Company.
- 3. Draft the Minutes of 42nd Annual General Meeting of a Public Limited Company.
- 4. Draft a business letter to the Manager of a Bank, seeking loan for financing a small-scale project that is desired to be undertaken by a partnership firm.

MODULE - II

Group C

5. Answer **any FIVE** questions. (1 X 5)
- (a) What do you understand by e-commerce?
 - (b) Explain the B2C model of e-commerce with an example.
 - (c) Explain the B2C model of e-commerce with an example.
 - (d) What is e-governance?
 - (e) What do you understand by Digital Signature?
 - (f) What is Smart Card?
 - (g) State the characteristics of NEFT mode of e-payment.
 - (h) State the characteristics of RTGS mode of digital payment.

Group D

*(Answer **any ONE** question)*

(5 X 1)

- 6. Explain the role of UPI in the spread of m-commerce, and state the benefits it renders to the banks, customers and business houses.
- 7. State in brief the role of Core Banking Solutions (CBS) in e-banking.
- 8. Write a short note on Digital Marketing.

To submit the Answer-Script, click on the link below.

<https://forms.gle/LziHntVb6ztYAjbe6>