



WEST BENGAL STATE UNIVERSITY
BBA(TAH)/B.Com. Honours 3rd Semester Examination, 2021-22

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.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Define Business Communication.
2. What do you mean by “decoding”?
3. State two advantages of formal communication.
4. What do you mean by Upward Communication?
5. What is FAX?
6. Mention four Audio-Visual Tools of Communication.
7. What do you mean by minutes of decisions?
8. Define a notice.
9. What is a status enquiry?
10. What are the parties involved in C2C business model?
11. What do you mean by ATM?
12. Define a smart card.
13. What is digital marketing?
14. What are the risks involved in e-payment?
15. Define “Social Media”.
16. What do you mean by UPI?

GROUP-B

Answer any *four* questions from the following

5×4 = 20

17. State the significance of business communication.
18. Discuss the importance of corporate communication.
19. What are the utilities of internet in modern business?
20. Discuss the advantages of e-mail.
21. Discuss the different type of resolution adopted in a company meeting.
22. Draft a circular letter addressing the customer for “Shifting of Showroom” (from South Calcutta to Central Calcutta).
23. What are the limitations of e-commerce?
24. Enumerate the features of B2C e-commerce model.
25. Discuss the concept of electronic payment.
26. What are the importance of online banking?
27. Discuss the objectives of Digital Marketing.
28. Why is social commerce important?

GROUP-C

Answer any *two* questions from the following

10×2 = 20

29. What are different barriers to communication? What steps can be taken to overcome these barriers?
30. Draft the Minutes of Proceedings of the First Board meeting of ABC Ltd. where ordinary businesses were transacted?
31. Draft a letter to your supplier complaining about inferior quality of goods supplied and claiming suitable remedy for the same.
32. Discuss the forces and benefits behind e-commerce.
33. What are the electronic modes for transfer of fund in Government Sector?
34. Explain the term digital cash. What are the remarkable functions of digital wallet?
35. Explain the various risks involved in e-payments.
36. Discuss the advantages and disadvantages of Advertisement in Social Media.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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