WEST BENGAL STATE UNIVERSITY

BBA(TAH)/B.Com. Honours 3rd Semester Examination, 2020, held in 2021

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

1.   Answer any *five* questions from the following: 2×5 = 10

 (a) Define Digital Marketing.

 (b) What do you mean by "decoding"?

 (c) What is B to C concept in e-commerce?

 (d) What do you mean by e-banking?

 (e) What is meant by proper length of a notice?

 (f) What do you mean by Video Conferencing?

 (g) What is grapevine communication?

 (h) Define resolution.

GROUP-B

2.   Answer any *four* questions from the following: 5×4 = 20

 (a) What are the utilities of internet in modern business?

 (b) Discuss about the e-governance.

 (c) State the limitations of e-commerce.

 (d) What are the importance of online banking?

 (e) What are the barriers of communication?

 (f) How communication can be made effective?

 (g) Explain the objectives of issuing circulars.

 (h) Draft a letter about status enquiry.

GROUP-C

3. Answer any ***two*** questions from the following: 10×2 = 20

   (a) Mention advantage and disadvantage of social media.

   (b) What are the electronic modes for transfer of fund in government sector?

   (c) Draft the notice along with the agenda of the 40th Annual General Meeting of ABC Ltd. Having its registered office at 6 B.B. Ganguly Street, Kolkata-700012.

   (d) Draft a letter to your Bank requesting them to grant overdraft facilities for your business.

   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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