

Dr Babasaheb Ambedkar Open University, Ahmedabad

Assignment, January 2025

Bachelor of Commerce First Year

Paper title: Commercial Communication I

Total Marks: 15

Paper Code: BCCCON 101

Assignment II

Q: 1 Attempt any of the following: (500 Words) (07)

1. Explain the various types of Communication.
2. Discuss the different types of Written Communication.

Q: 2 Attempt any of the following: (250 words) (03)

1. Describe verbal and non-verbal communication with examples.
2. Discuss the significance of formal and informal communication in business.

Q: 3 Attempt the Following Multiple-Choice Question: (05)

1. Communication that takes place using spoken or written words is called:
In business communication, an inquiry letter is written to:
 - a) Place an order
 - b) Complain about a product
 - c) Request information about a product or service
 - d) Cancel an order
2. Which of the following is an essential component of a business letter?
 - a) Greeting only
 - b) Subject line
 - c) P.S. note
 - d) Informal language
3. A sales letter is written for:
 - a) Selling a product or service
 - b) Requesting an order
 - c) Making a complaint
 - d) Cancelling a deal
4. The response given by the receiver to the sender's message is called:
 - a) Encoding
 - b) Transmission
 - c) Feedback
 - d) Interference
5. What does 'grapevine communication' refer to?
 - a) Official communication
 - b) Informal communication
 - c) Vertical communication
 - d) None of the above

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Assignment I

Q: 1 Attempt any of the following: (500 Words) (07)

3. Explain the process of communication with a detailed diagram.
4. Discuss the different types of communication and provide examples for each.

Q: 2 Attempt any of the following: (250 words) (03)

3. What are the barriers to communication? How can they be overcome?
4. Explain the importance of feedback in the communication process.

Q: 3 Attempt the Following Multiple-Choice Question: (05)

6. Communication that takes place using spoken or written words is called:
 - a) Non-verbal communication
 - b) Verbal communication
 - c) Informal communication
 - d) Grapevine communication
7. The process of converting thoughts into communication symbols is known as:
 - a) Decoding
 - b) Encoding
 - c) Feedback
 - d) Transmission
8. Which of the following is an example of non-verbal communication?
 - a) *Telephone conversation*
 - b) *Email*
 - c) *Body language*
 - d) *Report writing*
9. The downward flow of communication in an organization is called:
 - a) Lateral communication
 - b) Upward communication
 - c) Downward communication
 - d) Informal communication
10. Which of the following is NOT a barrier to communication?
 - a) Noise
 - b) Cultural differences
 - c) Clear language
 - d) Psychological barriers

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