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GURUDAS COLLEGE

(GOVT.SPONSORED)

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Date: 19-07-2021

B.COM SEMESTER – II (INTERNAL ASSESSMENT), 2021

(GE 2.1 Chg)

Business communication (Honours and General)

[Instructions: Your answer must be handwritten, covering not more than 2-3 A4 size papers. Do not forget to number your pages chronologically. Use only BLACK/BLUE ink. The cover page must include i) Candidate Name ii) University Roll No. iii) University Registration Number iv) Paper v) Semester vi) Contact No. vii) Email ID (if possible). Clearly scanned copy of the answer in PDF format shall only be acceptable. Check the email id in the IA modalities sent.]

Attempt the following questions 5x2=10

1. State the objectives of communication

OR

State the principles of effective communication

2. Draft a circular notifying the opening of a new showroom for business seeking continuous patronage of the customers.