



**WEST BENGAL STATE UNIVERSITY**  
BBA(TAH) Honours 6th Semester Examination, 2022

**BTHACOR13T-BBA (TAH) (CC13)**

**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. Mention two principles of effective business communication.
3. What do you mean by formal communication?
4. Briefly explain two features of informal communication.
5. What do you mean by encoding?
6. What is feedback in communication process?
7. Define Notice.
8. What is meant by Minutes of meeting?
9. What is video conferencing?
10. Give two examples of communication barrier.
11. What is online banking?
12. What is digital signature?
13. What do you mean by digital wallet?
14. What is e-commerce?
15. What is e-governance?
16. What is B2C business model?

**GROUP-B**

**Answer any *four* questions from the following**

5×4 = 20

17. Discuss the importance of Business Communication.
18. What are the characteristics of Corporate Communication?
19. Explain the meaning of Grapevine Communication.
20. Distinguish between Formal and Informal communication.
21. Discuss the advantages of e-mail.
22. Explain the characteristics of business letters.
23. Explain the advantages of e-commerce.
24. What are the advantages of debit cards?
25. Write a short note on Core Banking Solution (CBS).
26. Explain the features of e-commerce.
27. Explain the importance of Online Banking.
28. What are the forces behind e-commerce?

**GROUP-C**

**Answer any *two* questions from the following**

10×2 = 20

29. Explain the process of Business Communication.
30. What are the principles of effective communication?
31. What are the advantages of Fax & Video conferencing?
32. Draft the Notice of 10th AGM of a Company with usual agenda.
33. Draft a business letter asking for prompt settlement of dues.
34. Discuss about the objectives of Digital Marketing.
35. Explain B to C, B to B and B to G e-commerce business models.
36. Discuss about the importance of advertising over the 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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