



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours 3rd Semester Supplementary Examination, 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.  
All symbols are of usual significance.*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is grapevine communication?
  - (b) What is encoding?
  - (c) State two characteristics of video conferencing.
  - (d) What is noise in communication process?
  - (e) Define e-commerce.
  - (f) Mention two features of B2C in E-commerce.
  - (g) What is digital signature?
  - (h) What is core banking solution?

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) What steps can be taken to overcome the barriers of communication?
  - (b) Distinguish between formal communication and informal communication.
  - (c) Discuss in brief the importance of corporate communication.
  - (d) Discuss the success factors of E-commerce payment system.
  - (e) What is video conferencing? State two advantages of such conferencing.
  - (f) State the utilities of E-mail in modern business.

**GROUP-C**

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Draft a notice along with the agenda of 20<sup>th</sup> Annual General meeting of a company in which ordinary business will be transacted.
  - (b) Draft a letter to your bank requesting to grant overdraft facility of Rs. 5,00,000 for your business.
  - (c) Discuss about the electronic mode of transfer of funds in Government sector.
  - (d) Distinguish between E-Governance and E-Commerce. State the skills necessary for implementation of E-Governance. 6+4

**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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