

# END TERM EXAMINATION

SECOND SEMESTER [B.COM] MAY 2017

Paper Code: B.COM-102

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) What is Business Communication? Explain different forms of communication with examples.  
(b) What are various Communication Networks? Explain their nature, type and importance in business organisation.
- Q2 (a) Explain 7C's of Communication with examples.  
(b) What are various barriers to communication and how to overcome them? Discuss with examples.
- Q3 (a) What are different types of business letters? Discuss them in brief.  
(b) Write a letter to different vendors of Computers for inviting quotations for Laptop which you want to purchase for your organisation. Assume the specification of Laptop and other information not given here. What precautions should be taken while writing a business letter?
- Q4 Explain in brief different types of Non-Verbal Communication. How do they help in effective Communication? Explain with the help of examples.
- Q5 (a) What is a blog? How does it help a company in disseminating information to its customers?  
(b) What is a mock interview? What is its importance?
- Q6 What do you understand by cross-cultural Communication? Explain cultural protocol of various countries with examples. What approaches can be used to understand cultures for global communication. Discuss in brief.
- Q7 (a) What is PR? Give various misconceptions of PR. Explain its importance for any business organisation.  
(b) What is press release? How is it organised? What is its importance? Give example to explain.
- Q8 Write notes on the following:-  
(a) What are the steps of Report writing?  
(b) How to write a good Resume? What are the precautions to be followed to make a good resume?

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# END TERM EXAMINATION

SECOND SEMESTER [B.COM] MAY 2017

Paper Code: B.COM-104

Subject: Micro Economics-I

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Write short notes on the following:- (3x5=15)  
(a) Production Possibility Frontier  
(b) Cross Demand  
(c) Explicit and Implicit Costs
- Q2 Suppose time, money and labour are the only resources you possess as a student. How do you decide how to use these resources? (15)
- Q3 From a demand function  $Q_d=2000-30P$  and a supply function  $Q_s= 20P$ , find out (15)  
(a) Equilibrium price  
(b) Equilibrium quantity  
(c) Gap between demand and supply at  $P= Rs. 20$  and  $P=Rs. 50$ .  
*Handwritten notes:  $P=40$ ,  $Q_d=800$ , Diff  $Q_d=400$*
- Q4 Prove the following:- (15)  
(a) Two parallel straight line demand curves have different price elasticities at the same price.  
(b) Two intersecting straight line demand curves have different elasticities at the point of intersection.
- Q5 Suppose a consumer consumes two goods X and Y. Draw indifference curves (15)  
(a) If X and Y are normal goods  
(b) If X is an inferior good and Y is a superior good  
Are the indifference curves same in the two cases? If not, how are they different?
- Q6 What is a production function? How does a production function serve a useful purpose in production analysis? (15)
- Q7 What is meant by marginal rate of technical substitution (MRTS)? Assuming a convex isoquant show that  $MRTS= MP_L/MP_K$ . Under what condition does MRTS decrease along the isoquant? What is the ratio of change in MRTS when two inputs are perfect substitutes? (15)
- Q8 Explain why average total cost curve and average variable cost curve get closer as output increases? (15)

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