

Seat No. : _____

MD-117

March-2022

B.Com., Sem.- I

CC-104 : Commercial Communication – I

Time : 2:00 Hours]

[Max. Marks : 50

- Instructions :** (1) All questions in Section – I carry equal marks.
(2) Attempt any two questions from Section – I.
(3) Question No. – 5 in Section – II is compulsory.

SECTION – I

Attempt any TWO questions from Section – I.

1. Write a detailed note on the importance of feedback in communication. 20

OR

Write a note on any five objectives of communication.

2. Write short notes on any two : 20

- (1) E-Communication: Various Forms.
(2) Advantages of E-meetings
(3) E-commerce
(4) Types of Interactions in E-Governance

3. Draft an application for the post of a sales executive. 20

OR

Write a detailed note on various tips for facing interview.

4. (A) Rewrite the sentences using correct options given in brackets : 12

- (1) I have the latest _____ of 'Wings of Fire'. (edition/addition)
(2) We must follow doctors' _____ in COVID care. (advice/ advise)
(3) The _____ structure should be removed. (caste/cast)
(4) Ranu has lost a _____ of ₹ 1,000. (check/cheque)
(5) Kids like _____ very much. (carton/cartoon)
(6) _____ are not issued driving licence. (Miners/Minors)

(B) Match the words in Column – A with their meanings in Column – B :

Column – A	Column – B
Hoard	postpone
Coast	profession
Defer	store
Vocation	Ashore

SECTION – II (Compulsory)

5. Fill in the blanks with the correct answer from the options given : (Any five) 10

- (1) 'Medium' is a part of _____ of communication.
 - (a) objective
 - (b) definition
 - (c) process
 - (d) type
- (2) 'Feedback' is provided by the _____.
 - (a) listener
 - (b) speaker
 - (c) none
 - (d) both
- (3) _____ is one of the objectives of communication.
 - (a) Process
 - (b) Writing
 - (c) Perfection
 - (d) Counselling
- (4) _____ is one of the limitations of E-communication.
 - (a) speed
 - (b) low cost
 - (c) legal value
 - (d) none
- (5) 'Heading' contains information about the _____.
 - (a) reader
 - (b) writer
 - (c) subject
 - (d) all
- (6) _____ is a form of e-communication.
 - (a) symbols
 - (b) e-mail
 - (c) Signs
 - (d) None
- (7) _____ of anything is bad.
 - (a) Excess
 - (b) Access
 - (c) Except
 - (d) Accept
- (8) The _____ of living has gone-up now-a-days.
 - (a) coast
 - (b) cost
 - (c) both
 - (d) None
- (9) In American style the date is written in _____ numbers.
 - (a) cardinal
 - (b) ordinal
 - (c) bold
 - (d) all
- (10) _____ person is disliked by all.
 - (a) Official
 - (b) Noble
 - (c) Officious
 - (d) Good