

Seat No. : _____

N26-107

December-2014

B.Com., (Sem.-I)

**CC-104 : Communication in Business
(Old Course)**

Time : 3 Hours]

[Max. Marks : 70

- Instructions :**
- (1) Figures on the right indicate full marks.
 - (2) Mention clearly the option you attempt.
 - (3) **All questions are compulsory.**

1. (a) Give various definitions of communication and explain in detail. 6

OR

What is verbal communication ? Mention its various forms and explain listening and reading in detail.
- (b) Explain written communication in brief and narrate four benefits of it. 4

OR

Explain oral communication in brief and narrate four advantages of it.
- (c) Write a short note on any one : 4
 - (i) Paralanguage
 - (ii) Visual symbols
 - (iii) Sign language
2. (a) Describe the process of communication with the help of diagram. 6

OR

Discuss the role of feedback in the communication process.
- (b) Which are the main objectives of communication ? 4

OR

Discuss in detail any two objectives of communication.
- (c) What is Feedback ? Explain its significance in the communication channel. 4

OR

Compare the features of oral communication and written communication.

3. (a) Define verbal communication and mention its advantages. 6

OR

Define non-verbal communication and mention its limitations.

- (b) Write a note on physical barriers. 4

OR

Write a note on semantic barriers.

- (c) Mention the tips to face the interview. 4

OR

Bring out characteristics for a smooth conduct of a personal meeting.

4. (a) Make a précis of the following passage and give it a suitable title : 6

Education is an important tool that is applied in the contemporary world to succeed. The knowledge gained through education enables individuals' potential to be optimally utilized owing to training of the human mind. This opens doors of opportunities enables individual to achieve better prospects in career growth. Education has played a paramount role in the modern industrial world. This is attributed to the fact, perspective employees must be qualified adequately to perform various tasks effectively. The foundation of the society is also based on education since it brings economic and social prosperity. Gaining education enhances an individual to live a respectful life in the society. This is because education offers a setting in which culture and values of society are developed. Individuals in the society acquire new approaches in life that build opinions on the economical and social life. Employment in the contemporary world is based on education as employees must possess the required skills that correspond with the current technology to perform their tasks. Thus it has enabled societies to prosper both socially and economically by enabling them to develop common culture and values.

- (b) Select a word from the right side which is closely related to the word on the left : 4

- (i) Dear : beloved / animal / famous
- (ii) Industrious : hardworking / industry / policy
- (iii) Loose : misfit / profit / loss
- (iv) Vacation : holidays / festival / shopping

(c) Give the meanings of : (any **four**)

4

- (1) Abroad
- (2) Effect
- (3) Forward
- (4) Judicious
- (5) Principal
- (6) Weather

5. (a) State whether the following sentences are **true** or **false** :

6

- (1) Written communication serves as a record and can be used for future reference.
- (2) For illiterate people the best method of conveying important information is by non-verbal symbols.
- (3) To make common, to transmit, to impart means communication.
- (4) Conciseness saves time.
- (5) Communication is a one-way process.
- (6) Graceful posture is not a great asset in any profession.

(b) Fill in the blanks using correct options :

4

- (1) Krishna is going _____ for further studies. (abroad / aboard)
- (2) Please write a _____ for ₹ 5000. (cheque / check)
- (3) Don't waste your money. Be _____. (economic / economical).
- (4) A _____ man is always a winner. (confidant / confident)

(c) Match the following :

4

A	B
Differ	Record of meeting
Horde	That which cannot be read
Illegible	Be unlike
Minutes	Crowd

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CC-104 : Commercial Communication – I
(New Course)

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1. (A) "Communication means, to make common, to transmit, to impart..." Explain communication in detail by giving various definitions. 7

OR

Discuss the key elements of the process of communication.

- (B) Briefly explain the objectives of communication. 7

OR

Briefly explain the principles of effective communication.

2. (A) Define verbal communication and narrate its limitations. 7

OR

Define non-verbal communication and narrate its advantages.

- (B) Write a detail note on the advantages of oral communication. 7

OR

Discuss the importance and limitations of written communication.

3. Draft a resume as a commerce graduate applying for the post of accounts assistance in a commercial organization. 14

OR

Mention the guidelines for meritorious performance in a job interview.

4. (A) Write a précis of the following passage to one-third of its length and also give a suitable title :

7

We come across the different types of advertisements in our day-to-day life. They have invaded every aspect of our day to day dealings, our conversations, our thoughts and to a certain extent control our behaviour as customers and consumers of goods and services. Advertisements stare and scream at us from every street corner, every newspaper, every magazine, every hoarding, every stall or shop or showroom to walls of every public building, vehicle, radio and television. They don't even spare our computer screens when, all we are interested in is checking our mail or even simply browsing through. The world has suddenly become advertisement conscious so much so that at night the city lights up with thousands of neon glow signs proclaiming, capturing and demanding our attention. Advertisement should be made with great care as they are seen by all man, woman and children alike. Something children try to imitate what they have seen without realizing that they are breaking the code of conduct. Woman too is portrayed inartistically much time. Moreover, ever the public too need to be vigilant in their watching of advertisement or reading of them. They should stop need buying product which have cheap or double-meaning slogan or are being made without keeping in mind the social norms and morality. If used with sense, advertisement can prove to be entertaining as well as educative.

- (B) Do as directed :

7

- (1) Match the following :

4

A	B
Carton	Basic truth
Effect	Holidays
Principle	Cardboard box
Vacation	Result

(2) Fill in the blanks using correct options :

3

- (i) _____ being smart, Mahima is an intelligent girl. (Beside/Besides)
- (ii) The _____ of living has gone up now-a-days. (cost/coast)
- (iii) Great writer's signature are often _____ (eligible/illegible)

5. Do as directed :

(A) Choose the correct option :

6

(1) Feedback is the _____ in a single cycle of communication.

- (a) first step
- (b) second step
- (c) third step
- (d) last step

(2) In facial expression, the face is said to be the _____ of the mind.

- (a) mirror
- (b) caller
- (c) upper
- (d) lower

(3) The bare details of an applicant is variously called bio-data, resume or _____.

- (a) curriculum vitae
- (b) calling vitae
- (c) corresponding value
- (d) complete value

(4) Meaning of a gesture, for example :

Thumbs up means : _____

- (a) Saying good bye
- (b) You're angry
- (c) You're sad
- (d) OK

(5) One of the most common uses of sign are to be found as _____.

- (a) company logo
- (b) advertisements
- (c) gestures
- (d) traffic signs

(6) _____ is one of the principles of effective communication.

- (a) Change
- (b) Calmness
- (c) Choice
- (d) Completeness

(B) State whether the following statements are true or false :

4

- (1) In any interview, self-confidence plays a major role.
- (2) Written communication is a permanent record.
- (3) Decoding is the process by which the receiver interprets the message and translate into meaningful information.
- (4) Communication is a one-way process.

(C) Match the following :

4

A	B
Body language	Qualifications
Motivation	Kinesics
Seven C's	Objective of Communication
Job Application	Essentials of Communication
