

Seat No. : 28281

**MQ-105**

**December-2016**

**B.Com., Sem.-I**

**CC-104 : Commercial Communication – I**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) Attempt a definition of communication and explain the process of communication. 7

**OR**

Explain in brief seven objectives of communication.

(B) Explain the meaning and types of Feedback. 7

**OR**

Write a detailed note on Seven Cs of Effective Communication.

2. (A) Define Oral Communication and mention its advantages. 7

**OR**

Define verbal communication and present its limitations.

(B) Discuss the importance and limitations of written communication. 7

**OR**

Write a detailed note on non-verbal communication and mention its advantages.

3. Draft an application to, The Manager, Shri Krishna Superbazar, Maninagar, Ahmedabad, for the post of a Cashier/Shopping Assistant. Enclose your bio-data to it. 14

**OR**

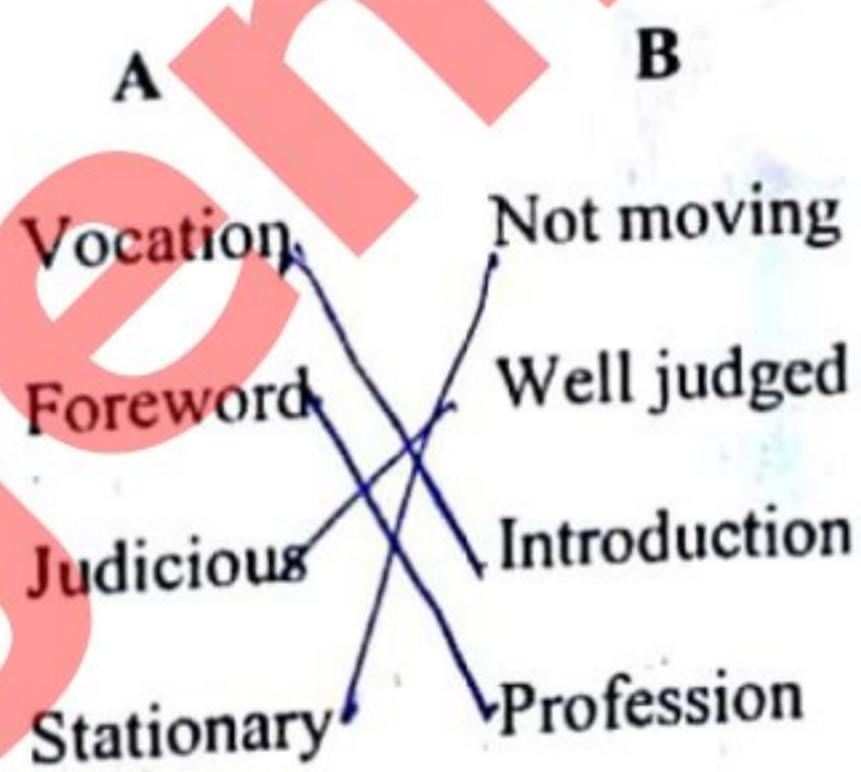
You have been called for an interview next week. You need the job. You want to put your best foot forward. Mention what preparations you will do for facing an interview.

4. (A) Write a précis of the following passage to one-third of its length and also give a suitable title: 7

Technological advances in the past few decades have greatly increased the competitive nature of the economic business world. Companies have used software, computers and the internet to transform their businesses from local places of business to national and global market competitors. Many companies have responded to these changes by automating their business processes and capturing industry related information and using it to their advantage. Technology has also forced businesses to remain flexible, adapting their operations to newer and better technological advances. Further, the success of every business depends on certain factors such as accurate analysis, choosing the right technology and the future vision. Research has also proved that those organizations that do invest in technology and choose the path of innovation increase their market share, financial figures and overall competitiveness. Thus, in the modern age digital marketing is a great tool which let you promote your products or services to the global market while sitting in the comfort of your remote office or home.

- (B) Do as directed :

- (1) Match the following :



- (2) Fill in the blanks by using correct options :

- (1) \_\_\_\_\_ is finding the total or sum by combining two or more numbers. (Addition/Edition):
- (2) Mahima should learn a \_\_\_\_\_ from this case. (lesson/lessen)
- (3) Money plays an important \_\_\_\_\_ in one's life. (role/roll)

5. Do as directed :

14

(A) Choose the correct option :

Note : Write the answers in the pattern given below :

(1)  (2)  (3)  (4)  (5)  (6)

(1) \_\_\_\_\_ is the translation and interpreting of the message for understanding it.

- (a) Coding (b) Bar coding  
(c) Decoding (d) Managing

(2) Step by step flow of information from sender to receiver is called \_\_\_\_\_ process.

- (a) Communication (b) Calculation  
(c) Co-operation (d) Combination

(3) Communication skills are \_\_\_\_\_ in number.

- (a) four (b) three  
(c) seven (d) fourteen

(4) A way in which a person stands, walks or sits is called \_\_\_\_\_.

- (a) gesture (b) posture  
(c) blunder (d) transporter

(5) A summary of personal, educational and professional life is called \_\_\_\_\_.

- (a) reference (b) cv/resume  
(c) compliments (d) directory

(6) Without \_\_\_\_\_, two way communication is either ineffective or incomplete.

- (a) money (b) power  
(c) feedback (d) action

P.T.O.

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

- (1) Interview is not a kind of face to face conversation.
- (2) To say more in less words or fewer words is called conciseness.
- (3) Communication may be verbal or non-verbal.
- (4) Written communication creates a permanent record.

(C) Match the following :

A	B
Express politeness	Qualifications
Body language	You Attitude
Consideration	Kinesics
Job application	Courtesy

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**December-2016**

**B.Com., Sem.-I**

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

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) What is Communication ? Explain the word 'Communication' in detail quoting some of the definitions. 6

**OR**

Write a detailed note on features of Communication.

(B) Explain Oral Communication and write a note on some of its advantages. 4

**OR**

Write a note on limitations of written communication.

(C) Write a short note on any one : 4

(1) Body Language

(2) Para Language

(3) Time and Space Language

2. (A) Describe the process of communication in detail. 6

**OR**

Write a note on the difference between Oral Communication and Written Communication.

(B) What is feedback ? Explain the importance of feedback in the process of communication. 4

**OR**

Name twelve objectives of communication. 4

(C) Write a note on the types of feedback.

**OR**

Explain any four objectives of communication.

**P.T.O.**

3. (A) Explain verbal communication and mention some of its advantages.

6

**OR**

Write a note on tips for facing an interview.

(B) Write a note on limitations of non-verbal communication.

4

**OR**

Write a note on physical barriers.

(C) Write a note on how to conduct a personal meeting.

4

**OR**

Explain two semantic barriers in detail.

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

6

A strike can be defined as a voluntary stoppage of work by a group of organized persons. An individual remaining away from his job or duties is not a strike. Only when an organized body of persons willfully abstain from their work do we understand it as a strike. A time there was when generally strikes were resorted to by workers in factories. Now we see that almost all organizers have taken to strikes. Students, teachers, junior and senior doctors, employees in hospitals, in banks, in railways and in public utility services.

When the industrial revolution took place and large scale production came to stay workers had to form trade-unions to protest and promote their interest against the merciless exploitation by the owners of industry. These organized bodies had to go on strikes to exercise pressure on those who managed industries to get their demands granted. Generally the demands were related to wages and conditions of work. If the workers resort to strike to get their legitimate demands satisfied, there is no abuse of the weapon of strike. But one point has to be remembered. Strike is to be resorted to only after talks, negotiations and other means of a reasonable compromise have failed, Strikes must always remain peaceful and protests must be disciplined.

6

(B) Match the words given in Column – A with their meanings given in Column – B : 4

A	B
Eligible	Differ
Beside	Profession
Vary	By the side of
Vocation	Suitable

(C) Fill in the blanks choosing the correct word from the bracket :

- (1) To \_\_\_\_\_ Mount Everest is not easy. (ascent/assent)
- (2) I like my friend because of his \_\_\_\_\_ nature. (amicable/amiable)
- (3) Salman played a nice \_\_\_\_\_ in Sultan. (role/roll)
- (4) I like to wear \_\_\_\_\_ clothes. (lose/loose)

5. (A) State whether the following statements are true or false :

- (1) Communication is a one way process.
- (2) Conciseness should not be at the cost of clarity.
- (3) Clarity is one of the objectives of communication.
- (4) The process of analyzing and interpreting the message is known as decoding.
- (5) Physical barriers are within the reach of the sender and the receiver.
- (6) Interview is a formal meeting.

(B) Match the following :

A	B
Confidant	Written Communication
Information	Holiday
Letter	Trusted
Vacation	Objective of Communication

(C) Choose the appropriate option :

- (1) \_\_\_\_\_ completes the process of communication.  
(A) Sender  
(B) Receiver  
(C) Feedback

- (2) \_\_\_\_\_ is a permanent record.
- (A) Oral Communication
  - (B) Written Communication
  - (C) Face to face Conservation.
- (3) I gave my friend a \_\_\_\_\_ for ₹ 5,000.
- (A) Cheque
  - (B) Check
  - (C) Site
- (4) \_\_\_\_\_ is a psycho-sociological barrier.
- (A) Noise
  - (B) Interpretation of words
  - (C) Status Block