

Seat No. : _____

DC-105

December-2018

B.Com., Sem.-I

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

03758

Time : 2:30 Hours]

[Max. Marks : 70

1. Write a detailed note on the process of communication. 17 ✓

OR

Explain the meaning and types of feedback.

2. Write short notes on any two of the following : 17

(1) E-Communication: Meaning and Importance

(2) E-Commerce

(3) E-Banking

(4) E-Governance

3. Draft an application for the post of an Assistant Accountant. 17

OR

Discuss the important techniques for drafting the effective Resume.

4. Do as directed :

(A) Rewrite the sentences using correct options :

(1) They will visit Shimla during _____. [vacation/vocation]

(2) Dr. Ambedkar was the _____ architect of the Constitution of India.

[principle/ principal]

(3) My brother went to _____ for further study. [abroad/aboard]

(4) _____ of anything is always unaccepted. [Access/Excess]

(5) Mahesh always _____ of his talent. [boast/boost]

(6) May his soul rest in _____. [piece/peace]

message
message

(B) Match the following :

5

A	B
Way ✓	a group of players ✓
Team ✓	steady ✓
Stationary ✓	road ✓
Principle ✓	happy ✓
Merry ✓	doctrine ✓

(C) State whether the following statements are TRUE or FALSE :

- 3
- ✓ (1) Communication is a two way process.
 - ✓ (2) E-mail is a form of e-communication.
 - ✗ (3) Information is not one of the objectives of communication.
 - (4) One must be careless and inattentive while listening.

(D) Choose the correct option :

- 4
- ✓ (1) Communication is a word of _____ origin.
(a) Latin (b) French (c) German
 - ✓ (2) _____ is a form of e-communication.
(a) Letter (b) Blog (c) Speech
 - ✓ (3) _____ is one of the objectives of communication.
(a) Correction (b) Motivation (c) Perfection
 - ✓ (4) Encoding is the _____ step of the process of communication.
(a) second (b) first (c) last

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December-2018

B.Com., Sem.-I**CC-104 : Commercial Communication – I
(Old Course)****Time : 2:30 Hours]****[Max. Marks : 70**1. Discuss the objectives of communication. 17**OR**

Explain the process of communication.

2. Write short notes on any **two** of the following : 17

- (1) Non-verbal communication – advantages and limitations.
- (2) Difference between Oral and Written communication.
- (3) Oral communication – advantages and limitations.
- (4) Written communication – advantages and limitations.

3. Draft an application for the post of a Sales Executive. 17**OR**

Discuss some important techniques for drafting effective resume.

4. Do as directed : 19

(A) Rewrite the sentences using correct options :

- (1) My brother is watching a _____ serial now. [cartoon/carton]
- (2) Kindly enclose a _____ with this letter. [check/cheque]
- (3) The _____ of our city is not suitable. [weather/whether]
- (4) They had placed an order for _____ of cotton. [bail/bale]
- (5) Kamlesh is an _____ bachelor. [eligible/illegible]
- (6) He is a government _____. [officious/official]

(B) Match the following :

A	B
Minutes	happy
Sever	control
Fair	record of meeting
Check	cut
Merry	beautiful

(C) State whether the following statements are TRUE or FALSE :

- (1) Written communication is a permanent record.
- (2) Communication is a two-way process.
- (3) Encoding is the process of interpreting the message.
- (4) Oral communication does not mean face-to-face communication.

(D) Choose the correct option :

- (1) Feedback is the _____ in a single cycle of communication.
(a) last step (b) first step (c) third step
- (2) Motivation means to _____ somebody.
(a) request (b) encourage (c) warn
- (3) _____ is one of the objectives of communication.
(a) Warning (b) Perfection (c) Correction
- (4) _____ is a part of Oral communication.
(a) Letter (b) Speech (c) E-mail