

**DN-104**

December-2022

B.Com., Sem.-I

**Commercial Communication – I**

Time : 2:30 Hours]

[Max. Marks : 70

1. Write a detailed note on Communication. 14
- OR**
- What are the objectives of Communication ? 14
2. Write short notes on any TWO of the following : 14
- (1) Advantages of E- communication
- (2) E-meetings
- (3) E-Commerce
- (4) E-Governance
3. Write an application for the post of an English teacher in a Higher Secondary School. 14
- OR**
- What are the various features of a good resume ? 14
4. Do as directed : 8
- (A) Rewrite the sentences using correct options :
- (1) They regularly \_\_\_\_\_ the flight. (aboard/abroad)
- (2) This is the tenth \_\_\_\_\_ of this book. (addition/ edition)
- (3) Dhairya is \_\_\_\_\_ by the new film songs. (affected/ effected)
- (4) Vanita always \_\_\_\_\_ of her beauty. (boasts/boosts)
- (5) Gujarat is on the western \_\_\_\_\_. (coast/ cost)
- (6) Her handwriting is \_\_\_\_\_. (eligible/illegible)
- (7) The people of Japan are \_\_\_\_\_. (industrious/ industrial)
- (8) Please write a \_\_\_\_\_ for ₹ 10,000. (check/cheque)

(B) Match the following :

A	B
(1) Pail	introductory remark
(2) Peace	jolly ↵
(3) Hoard	a bucket )
(4) Lessen	quite 2
(5) Merry	a gang group 3
(6) Foreword	to decrease 4

5. Choose the correct option : (Any Seven)

14

- (1) Communication is a word of \_\_\_\_\_ origin.
- (a) Latin (b) French  
(c) German (d) Indian
- (2) \_\_\_\_\_ is a form of e-communication.
- (a) Letter (b) Blog  
(c) Speech (d) Writing
- (3) Video-conferencing is a form of \_\_\_\_\_.
- (a) e-meeting (b) e-commerce  
(c) e-banking (d) e-mail
- (4) The full form of E.C.S. is \_\_\_\_\_.
- (a) Electronic Clearing System (b) Electronic Clarifying System  
(c) Electronic Cash Service (d) Electronics Clearing Service
- (5) \_\_\_\_\_ is an example of e-communication.
- (a) E-mail (b) Hard Copy  
(c) Signs (d) Symbols
- (6) The exchange and sale of commerce with the help of electronic machines and media is called \_\_\_\_\_.
- (a) Internet (b) E-commerce  
(c) Infrastructure (d) Emergency
- (7) \_\_\_\_\_ means communication without words.
- (a) Verbal Communication (b) Oral Communication  
(c) Written Communication (d) Non-verbal Communication

- (8) The \_\_\_\_\_ is a forceful means of communication.
- (a) advise (b) warning  
(c) counselling (d) request
- (9) Encoding is the \_\_\_\_\_ step of the process of Communication.
- (a) second (b) first  
(c) last (d) third
- (10) What is the meaning of "Stationery" ?
- (a) Paper, pens and other items (b) Steady  
(c) Tight (d) Loose
- (11) Vacation means \_\_\_\_\_.
- (a) religion (b) holidays  
(c) height (d) fight
- (12) Suite means \_\_\_\_\_.
- (a) set of books (b) a formal set of clothes  
(c) a set of rooms (d) none of these
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