

B. Com Sem. – 1 (March – 2021)
Commercial Communication – I

Time: 2 Hours]

[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)

Q. 1 Explain the process of communication in detail. **[20]**

OR

Discuss the various objectives of communication.

Q. 2 Write short notes on any **two** of the following : **[20]**

- 1) E – Communication: Various forms
- 2) E – Commerce
- 3) E – Meetings: Advantages & Limitations
- 4) E – Banking

Q. 3 Draft an application for the post of a Sales Manager. **[20]**

OR

Discuss in detail some important tips for facing an interview.

Q. 4 A] Rewrite the sentences using correct options (**any six**) : **[12]**

- | | |
|--|-------------------------|
| 1. Mr. Pathak is the _____ of this college. | [principal / principle] |
| 2. She is fond of watching _____ movies. | [carton / cartoon] |
| 3. Aditya went to _____ for further study. | [aboard / abroad] |
| 4. He is an _____ bachelor. | [eligible / illegible] |
| 5. We should not _____ of our success. | [boast / boost] |
| 6. Mahesh performed the _____ of a beggar in the play. | [roll / role] |
| 7. _____ of anything is denied. | [Access / Excess] |
| 8. I shall visit Manali during summer _____. | [vacation / vocation] |

B] Match the following : **[08]**

A	B
Site	happy
Merry	place
Team	price
Cost	group of players

SECTION – II (Compulsory)

Q. 5 Choose the appropriate options (**Any Five**) :

[10]

1. The word 'Communication' means _____.
a) to share b) to divide c) to differ
2. Full form of C.V is _____.
a) Complete Value b) Curriculum Vitae c) Corresponding Value
3. _____ is a forceful means of communication.
a) Warning b) Counseling c) Request
4. May his soul rest in _____.
a) piece b) peace c) none of these
5. _____ is a form of E – communication.
a) Notice b) E-mail c) Speech
6. E – governance means _____.
a) Electric governance b) Easy governance c) Electronic governance
7. He has given me a _____ of Rs. 5000/-
a) cheque b) check c) none of these
8. _____ is a polite means of communication.
a) Information b) Request c) Knowledge
9. Online payment is a part of _____.
a) E-governance b) E-meeting c) E-banking
10. The _____ of this city is always pleasing.
a) whether b) weather c) none of these