

Seat No. : \_\_\_\_\_

# MC-114

March-2019

B.Com., Sem.-I

## Commercial Communication – I (Old Course)

Time : 2:30 Hours]

[Max. Marks : 70

1. Discuss the process of Communication. 17

**OR**

Discuss the objectives of Communication.

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

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

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

**OR**

Discuss some important techniques for writing effective Resume.

4. Do as directed : 19

(A) Rewrite the sentences using correct options :

- (1) May \_\_\_ prevail on the earth. [peace/piece]
- (2) Indian Kabbadi \_\_\_ lost the match. [teem/team]
- (3) Many Indian students are going \_\_\_ for further study. [abroad/aboard]
- (4) \_\_\_ of anything is bad. [Access/Excess]
- (5) Mr. Pandey is the \_\_\_ of this school. [principal/principle]
- (6) Shruti deposited a \_\_\_ of ₹ 50000/-. [check/cheque]

(B) Match the following :

<b>A</b>	<b>B</b>
Weather	legal
Role	happy
Merry	atmosphere
Judicial	having two parts
Dual	an actor's part

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

- (1) Written communication can be used as legal evidence.
- (2) The word 'Communication' is of Latin origin.
- (3) Feedback is not required to complete the process of communication.
- (4) Oral communication involves writing letters.

(D) Choose the correct option :

- (1) Communication through language means \_\_\_\_\_
    - (a) Verbal communication
    - (b) Non-verbal communication
    - (c) Visual communication
  - (2) \_\_\_\_\_ refers to the process of creating the message.
    - (a) Decoding
    - (b) Encoding
    - (c) Transmission
  - (3) \_\_\_\_\_ is a polite means of communication.
    - (a) Request
    - (b) Warning
    - (c) Complaint
  - (4) \_\_\_\_\_ is not a part of non-verbal communication.
    - (a) Body language
    - (b) Oral communication
    - (c) Sign language
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# MC-114

March-2019

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

## **Commercial Communication – I (New Course)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. Explain the process of communication. 17

**OR**

Write a note on the aims or objectives of communication.

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

- (1) E-Communication: Advantages and limitations
- (2) E-Banking
- (3) E-Commerce
- (4) E-Governance

3. Draft an application for the post of a Sales Manager. 17

**OR**

Discuss some important tips for facing an interview.

4. Do as directed : 19

(A) Rewrite the sentences using correct options :

- (1) May his soul rest in \_\_\_\_\_. [peace/piece]
- (2) Nidhi is fond of watching \_\_\_\_\_ serials. [carton/cartoon]
- (3) He went to \_\_\_\_\_ for further study. [abroad/aboard]
- (4) \_\_\_\_\_ of anything is bad. [Access/Excess]
- (5) Nobody knows how Subhash Chandra Bose \_\_\_\_\_. [died/dyed]
- (6) Dr. Ambedkar was the \_\_\_\_\_ architect of the Constitution of India. [principle/principal]

(B) Match the following :

A	B
Tale	having two parts / double
Dual	story
Cost	place
Defer	price
Site	postpone

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

- (1) The date should be mentioned in the application.
- (2) E-meetings are convenient and cost-effective.
- (3) The word 'Communication' is of Indian origin.
- (4) One must be careless and inattentive while listening.

(D) Choose the correct option :

- (1) Communication means \_\_\_\_\_  
(a) to share                      (b) to divide                      (c) to differ
  - (2) E-communication means \_\_\_\_\_  
(a) electric communication  
(b) electronic communication  
(c) easy communication
  - (3) \_\_\_\_\_ is a forceful means of communication.  
(a) Warning                      (b) Counselling                      (c) Request
  - (4) \_\_\_\_\_ is the last step of the process of communication.  
(a) Idea                      (b) Feedback                      (c) Decoding
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