



Seat No. : _____

TG-119

B.Com. Sem.-I

May-2013

Communication in Business (Old Course)

Time : 3 Hours]

[Max. Marks : 70

1. (a) Explain the term 'Communication' and write any two definitions of Communication. **6**

OR

Write the advantages of written communication.

- (b) Write the disadvantages of oral communication. **4**

OR

Write a short note on Verbal Communication.

- (c) Write a short note on Body Language. **4**

OR

Write a short note on paralanguage.

2. (a) Write a short note on the process of communication. **6**

OR

Discuss the difference between Oral and Written Communication.

- (b) Write the significance of feedback. **4**

OR

What is encoding and decoding in the process of communication ?

- (c) Make a list of any four objectives of communication. **4**

OR

Discuss any two objectives of communication in brief.

3. (a) What is Non-verbal Communication ? Mention the various uses of it. 6

OR

Write a short note on the physical barriers to communication.

- (b) Discuss any two Semantic Barriers to Communication. 4

OR

Write any four limitations of Non-verbal Communication.

- (c) Write any four tips for facing an interview. 4

OR

Make a list any four barriers to communication.

4. (a) Write a précis of the following passage to one-third of its length and also give a suitable title : 6

Education does not mean just to get a degree or diploma from a recognized college or university. Education is the tool that destroys the hidden demon of ignorance and gives shape to new ideas which are beneficial to the whole of mankind. Thus, true education broadens our outlook. In the modern era, man has developed a large number of things and he has got success in bringing so many new ideas in every walk of life. But new ideas, however glamorous, at the cost of morality and honesty, change only into negative factors. In the modern society, one can earn a lot with the so-called new tactics, devices and gadgets but one should not forget that at every turn of life one has to protect oneself from others who want to merge one's personality and identity in theirs through crafty machinations. If you are clever enough to be a shark to others, some others can prove sharks to you. So one can never claim to be living in a really educated society ! Contrarily one can say with authority that one is living in a world of base manipulations and falsehood. In such kind of society, to be successful is not necessarily to be kind or honest but what is the important thing is to become dishonest and all that it brings in its train. But is it commendable for us, to be called "educated" while possessing such wiles of the devil ?

(b) Match the following : 4

A	B
Weather	Result
Vacation	Exclude from
Except	State of atmosphere
Effect	Holiday

(c) Re-write the sentences using correct options : 4

- (1) To _____ is not good habit. (boost/boast)
- (2) They rushed to the _____ of the accident. (site/cite)
- (3) My son is going _____ for further studies. (aboard/abroad)
- (4) He is the _____ of our college. (principle/principal)

5. (a) Select a word on the right which is most closely related to the word on the left : 6

- (i) Dear : animal, beloved, popular, forward
- (ii) Berth : market place, at other place, working place, sleeping place in train
- (iii) Beside : near, after, place, excite
- (iv) Cite : side, quote, night, short

(b) State whether the following statements are True or False : 4

- (1) The word 'communication' is derived from Greek.
- (2) Oral communication is time consuming.
- (3) Email is an example of written communication.
- (4) Written communication should be accurate and precise.

(c) Choose the correct option : 4

- (1) Verbal communication means _____.
 - (a) Communication through words
 - (b) Communication symbols
 - (c) Communication through feedback
 - (d) Communication through sign

- (2) Personal means _____.
- (a) Army
 - (b) Private
 - (c) Officer
 - (d) Popular
- (3) Wrong interpretation of words is a _____ barrier.
- (a) physical
 - (b) semantic
 - (c) psycho-sociological
 - (d) cultural
- (4) Written communication is extremely useful for _____.
- (a) the organization
 - (b) the religion
 - (c) the magician
 - (d) None of these
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B.Com. Sem.-I

May-2013

Commercial Communication – I (New Course)

Time : 3 Hours]

[Max. Marks : 70

1. (a) Give the meaning of feedback and discuss in brief the types of feedback. 7

OR

Explain any seven objectives of communication.

- (b) Write a short note on the process of communication. 7

OR

Write a short note on the principles of effective communication.

2. (a) Write a short note on the Body language. 7

OR

What is written communication ? Discuss the advantages of written communication.

- (b) Write in brief the difference between Oral and Written Communication. 7

OR

Discuss the advantages of Non-verbal Communication.

3. Write an application for the post of an Accountant. 14

OR

Discuss the important tips 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

Every human being is busy doing some work. Farmers are working on the farms to grow corn, cotton, jute, sugarcane and variety of other agriculture products. Workers are busy operating machines in the factories; miners are working in the mines, officers and subordinate staffs of clerks, typists, accountants all are working in the offices of banks, insurance companies etc. Others are working to see that different means of transport function regularly so that goods and services are made available who need them most at places where they are needed and at a time when their need is felt. At any given time, we observe an unbroken chain of human activities. All these activities are motivated by the human desire to lead the most satisfactory life. Maximum satisfaction of the largest number of wants is the ultimate objective of all these activities which are called economic activities.

- (b) Do as directed : 7

- (1) Match the following :

A	B
Access	Story
Edition	Approach
Heal	Version of a book
Tale	Cure

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

- (1) Children like to watch _____ channels. (carton/cartoon)
- (2) He lost a bearer _____ drawn in favour of self. (cheque/check)
- (3) Railway authorities rushed to the _____ of an accident. (site/cite)

5. Do as directed :

14

(a) Choose the correct option :

(1) Which of the following is more reliable means of communication _____.

- (a) Written
- (b) Oral
- (c) Non-verbal
- (d) None of these

(2) Communication is an exchange of _____.

- (a) things, object etc.
- (b) information, knowledge, ideas etc.
- (c) shares, bonds, securities, etc.
- (d) None of these

(3) Marry : _____.

- (a) to get married
- (b) to be happy
- (c) to get divorced
- (d) None of these

(4) The process of communication is incomplete without a _____.

- (a) money-back
- (b) feedback
- (c) silence
- (d) None of these

(b) State whether the following statements are True or False :

- (1) Communication is a one way process.
- (2) Body language is used in written communication.
- (3) Effective communication is a key to success in any field.
- (4) Listening is an important skill to understand the oral communication.
- (5) In any interview, self-confidence plays an important role.

(c) Match the following :

A

B

Job	Sign language
Traffic signal	Wise
Information	Profession
Vocation	Objective of communication
Judicious	Application
