

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

**MD-117**

**March-2022**

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

**CC-104 : Commercial Communication – I**

**Time : 2:00 Hours]**

**[Max. 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.

1. Write a detailed note on the importance of feedback in communication. **20**

**OR**

Write a note on any five objectives of communication.

2. Write short notes on any **two** : **20**

- (1) E-Communication: Various Forms.  
(2) Advantages of E-meetings  
(3) E-commerce  
(4) Types of Interactions in E-Governance

3. Draft an application for the post of a sales executive. **20**

**OR**

Write a detailed note on various tips for facing interview.

4. (A) Rewrite the sentences using correct options given in brackets : **12**

- (1) I have the latest \_\_\_\_\_ of 'Wings of Fire'. (edition/addition)  
(2) We must follow doctors' \_\_\_\_\_ in COVID care. (advice/ advise)  
(3) The \_\_\_\_\_ structure should be removed. (caste/cast)  
(4) Ranu has lost a \_\_\_\_\_ of ₹ 1,000. (check/cheque)  
(5) Kids like \_\_\_\_\_ very much. (carton/cartoon)  
(6) \_\_\_\_\_ are not issued driving licence. (Miners/Minors)

(B) Match the words in Column – A with their meanings in Column – B :

8

Column – A	Column – B
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Hoard	postpone
Coast	profession
Defer	store
Vocation	Ashore

**SECTION – II (Compulsory)**

5. Fill in the blanks with the correct answer from the options given : (Any five)

10

- (1) 'Medium' is a part of \_\_\_\_\_ of communication.  
(a) objective (b) definition  
(c) process (d) type
- (2) 'Feedback' is provided by the \_\_\_\_\_.  
(a) listener (b) speaker  
(c) none (d) both
- (3) \_\_\_\_\_ is one of the objectives of communication.  
(a) Process (b) Writing  
(c) Perfection (d) Counselling
- (4) \_\_\_\_\_ is one of the limitations of E-communication.  
(a) speed (b) low cost  
(c) legal value (d) none
- (5) 'Heading' contains information about the \_\_\_\_\_.  
(a) reader (b) writer  
(c) subject (d) all
- (6) \_\_\_\_\_ is a form of e-communication.  
(a) symbols (b) e-mail  
(c) Signs (d) None
- (7) \_\_\_\_\_ of anything is bad.  
(a) Excess (b) Access  
(c) Except (d) Accept
- (8) The \_\_\_\_\_ of living has gone-up now-a-days.  
(a) coast (b) cost  
(c) both (d) None
- (9) In American style the date is written in \_\_\_\_\_ numbers.  
(a) cardinal (b) ordinal  
(c) bold (d) all
- (10) \_\_\_\_\_ person is disliked by all.  
(a) Official (b) Noble  
(c) Officious (d) Good