

Seat No. : _____

MJ-108

July-2021

B.Com., Sem.-I

Commercial Communication – I

Time : 2 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. Discuss in detail the objectives of communication. 20
OR
Explain the process of communication.
2. Write short notes on any **two** of the following : 20
(i) E-Commerce
(ii) E-Governance
(iii) E-Meeting
(iv) E-Banking
3. Draft an application for the post of the Chief Sales Executive. 20
OR
Discuss various tips for facing interview.
4. (A) Re-write the sentences using correct option : (Any **Six**) 12
(1) My elder brother will go _____ for MBA. (aboard/ abroad)
(2) We cannot _____ internet service in rural areas. (access/excess)
(3) My neighbour _____ of Corona. (died /dye)
(4) Dr. Patel is the _____ of our college. (principal/principle)
(5) It is said that everything is _____ in love and war. (fare/fair)
(6) Dhirubhai Ambani was an _____ man. (industrial/industrious)
(7) Please sign the _____ of ₹ 1,00,000. (cheque/check)
(8) What is your plan in this Diwali _____ ? (vacation/vocation)

(B) Match the following :

8

A	B
Cast	Unreadable
Cite	Admiration
Compliment	Quote
Illegible	Throw

SECTION – II
(Compulsory)

5. Choose the correct options : (Any five)

10

- (1) The term Communication is derived from _____ language.
(a) Latin (b) Greek (c) French
- (2) _____ is not an objective of communication.
(a) Knowledge (b) Motivation (c) Feedback
- (3) In _____ type of listening, the listener listens to only important and specific information.
(a) Selective Listening (b) Passive Listening (c) Active Listening
- (4) _____ is a polite means of communication.
(a) Information (b) Request (c) Knowledge
- (5) E-mail is an example of _____.
(a) Speech (b) E-Communication (c) Meeting
- (6) _____ is one of the merits of E-Communication.
(a) Wide Coverage (b) Costly (c) Dependency
- (7) Full form of C.V is _____.
(a) Complete Value (b) Curriculum Vitae (c) Corresponding Value
- (8) A person who conducts an interview is known as _____.
(a) interviewer (b) interviewee (c) introducer
- (9) Arnav likes to watch the _____ channel.
(a) cordon (b) carton (c) cartoon
- (10) “Eligible” means _____.
(a) qualified (b) illegal (c) harsh