

Seat No. : _____

DN-101

December-2013

B.Com. (Sem.-I)

CC-104 : Commercial Communication – I
(New Course)

Time : 3 Hours]

[Max. Marks : 70

1. (a) Explain Communication by giving different definitions. 7
OR
Discuss the process of Communication.
- (b) What are the chief characteristics of Communication ? Discuss in detail. 7
OR
Explain the meaning and types of Feedback.
2. (a) What is Oral Communication ? Explain its advantages. 7
OR
Discuss Non-Verbal Communication and its disadvantages.
- (b) How will you define Written Communication and its disadvantages ? Explain. 7
OR
Explain any two types of Non-Verbal Communication in detail.
3. Prepare a suitable application for the post of a Sales Representative. 14
OR
How to face an interview, explain certain tips in detail.
4. (a) Write a precis of the following passage to one-third of its length and also give a suitable title : 7
- Many people now-a-days are apt to boast of our great civilization and of the wonders of science. Science has indeed done wonders, and the great men of science are worthy of all respect. But those who boast are seldom the great. And it is well to remember that in many ways man has not made very great progress from the other animals. It may be that in certain ways some animals are superior to him still. This may sound a foolish statement, and people who do not know better may laugh at it. We look down upon the insects like the bee, the white ant and the ant as almost the lowest living things and yet these tiny things have learnt the art of co-operation and of sacrifice for the common good far better than man. If mutual co-operation and sacrifice for the good of society are the tests of civilization, we may say that the white ant and the ant are in this respect superior to man.

- (b) Do as directed : 7
- (1) Match the following :
- | A | B |
|----------|-----------|
| Coast | Legal |
| Sever | A part |
| Piece | Sea shore |
| Judicial | Cut |
- (2) Fill in the blanks using correct options :
- (i) _____ tea, she will take coffee. (Beside/Besides)
- (ii) It was a good _____ of letter that addressed the Chief Minister. (Draft, Draught)
- (iii) We are running dearth of _____ in the office. (Stationary, Stationery)

5. Do as directed : 6
- (a) Choose the correct option :
- (1) Which option from the following is without business jargon ?
- (i) This we submit here by for your consideration.
- (ii) Please consider.
- (iii) You are again and again requested to consider.
- (2) Which of the following is the slowest method of communication ?
- (i) Written Communication
- (ii) Oral Communication
- (iii) Communication through reading
- (iv) None of the above
- (3) Communication through symbols and signs is called _____.
- (i) Non-verbal Communication
- (ii) Visual Communication
- (iii) Verbal Communication
- (iv) None of these
- (4) Which of the following is one of the principal parts of the process of communication ?
- (i) Clarity (ii) Completeness
- (iii) Conciseness (iv) Coding

- (b) State whether the following statements are true or false : 4
- (1) Oral communication refers to face-to-face communication.
- (2) Communication is not a two way process.
- (3) Conciseness is one of the principal objectives of communication.
- (4) Written communication means anything conveyed orally.

- (c) Match the following : 4
- | A | B |
|-------------------|--------------------------|
| Signs and symbols | Oral Communication |
| Interview | Store up |
| Noise | Non-verbal Communication |
| Hoard | Barrier of communication |

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- Instructions :** (1) Figures to the right indicate full marks.
(2) Mention clearly the option you attempt.
(3) **All** questions are compulsory.

1. (a) Discuss non-verbal communication in brief and body language in detail. **6**
OR
Explain the 'Communication' and give different definitions for it.
(b) Do you agree that in all definitions of communication, human being is at the centre, discuss in detail. **4**
OR
Explain the word 'Written Communication' and write any four advantages of it.
(c) Write short note on any **one** of the following : **4**
(i) Importance of Verbal Communication
(ii) Sign Language
(iii) Effective Communication
2. (a) Draw the diagram and explain the process of Communication. **6**
OR
"No communication channel is complete without feedback." Justify.
(b) Which are the main objectives of Communication ? **4**
OR
Discuss in detail any two of the objectives of communication.
(c) What is Feedback ? Explain its significance in the communication channel. **4**
OR
Show the marked difference between Oral and Written Communication.
3. (a) Explain the difference between Verbal and Non-Verbal Communication. **6**
OR
Discuss advantages and limitations of the Verbal Communication.
(b) Which are the physical barriers to the communication ? Explain them briefly. **4**
OR
Which are the semantic barriers to the communication ?
(c) Explain the various tips as to how to face Interview. Explain them. **4**
OR
Write briefly on the useful tips for a smooth conduct of a Personal Meeting.

4. (a) Make a precis of the following passage and give it a suitable title : 6
- Even though we are matchless as individuals, we are incapable of working together in harmony and co-operation. Look at our public institutions. They are mostly one man's show. Look at our sportsmen; they hopelessly lack in team work; look at our literary men; they are individualistic to the point of being whimsical. Indeed we have a knack of making issues of trifles. Here is work enough for our teachers. Let us infuse into our pupils the spirit of team work and discipline and teach how to play the game. Another great drawback among us is that we think of and live too much for the self and care too little for the society or the community, of which we are members. A number of minor defects spring from this vicious trait. We cannot do things quietly and in an organised manner and are unmindful of the inconvenience caused to others. We are totally ignorant of community hygiene and do not know how to use our public places and property. In our greed and lust, we hoard for ourselves all the good things of life and leave the poor and the down-trodden to die in their millions from hunger and want.
- (b) Select a word from the right side which is closely related to the word on the left. 4
- (i) Respected – hear, hoard, hawker, honourable
(ii) Accept – exclude, include, receive, reach
(iii) Commitment – promise, camera, coast, cite
(iv) Check – pay, see, mention, verify
- (c) Give meanings of any **four** of the following words : 4
- (i) Amicable (ii) Officious
(iii) Aboard (iv) Eligible
(v) Fair (vi) Deficit
(vii) Credible
5. (a) State whether the following statements are true or false : 6
- (1) In America date is written in ordinal numbers.
(2) There can be no communication without language.
(3) In teams and organizations there should be open communication between people at the same level and at different levels.
(4) The correct abbreviated form of Messers is Ms.
(5) Eye contact with the interviewers plays a vital role at the time of interview.
(6) Both Mr. & Esq. can be used together.
- (b) Rewrite the following sentences using the correct words given in brackets : 4
- (1) _____ of anything is bad. (Excess, Access)
(2) To _____ is not good habit. (boast, boost)
(3) The flood spoiled some _____. (bales, bails)
(4) Monsoon fails every _____ area. (alternative, alternate)
- (c) Match the words in Column A with the words associated with them from Column B. 4
- | A | B |
|---------------|---------------|
| (i) Loose | – to wrap |
| (ii) Personal | – to continue |
| (iii) Proceed | – private |
| (iv) Roll | – not tight |