

Seat No. : _____

NP-109

December-2015

B. Com., Sem.-I

**CC-104 : Communication in Business
(Old course)**

Time : 3 Hours]

[Max. Marks : 70

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

1. (a) Write a detailed note on non-verbal communication and explain its various forms. **6**

OR

Explain the word communication by giving various definitions of it.

- (b) Explain the word 'oral communication' and write any four limitations of it. **4**

OR

What is written communication and write any four advantages of it ?

- (c) Write a short note on any **one** : **4**

(1) Body Language

(2) Effective Communication

(3) Sign Language

2. (a) Explain the process of communication with the help of diagram. **6**

OR

What is feedback ? Discuss its importance in the communication channel.

- (b) Write down all the main objectives of communication in brief. 4

OR

Discuss any two objectives of communication in details.

- (c) Write down any six differences between oral and written communication. 4

OR

Discuss the role of feedback in the communication process.

3. (a) Explain the difference between verbal and non verbal communication. 6

OR

Discuss the advantages and limitations of non-verbal communication in brief.

- (b) Which are the physical barriers ? Explain them. 4

OR

Write a short note on Semantic Barriers.

- (c) Discuss the various tips of facing an interview. 4

OR

Write a brief note on the technique for a smooth handling of personal meeting as a chairperson.

4. (a) Make a précis of following passage and give it a suitable title : 6

Today there are 3000 million people in the world. Fifty years ago only about 2000 million people lived in it. If earth's population were evenly distributed over its land surface, there would be about 550 persons to the square mile. But Earth has vast areas of forest, mountains and desert which are almost totally uninhabited. On the other hand, it has great cities each with millions of people living in a few square miles.

To feed the fast growing population of our earth, scientists and planners have to discover new ways to produce more. One possible way is to bring more land not under cultivation. This can be done only in places where there is lot of land not used for productive purposes. In many places there is no longer possible

all the arable land is already cultivated. A second way is to make use of new types of seeds to produce more. Already a number of new strains of paddy and wheat have been developed in different parts of the world. India is one of the countries where a lot of useful work has been done in the field of agriculture research.

(b) Select a word on the right which is the most closely related to word on the left : **4**

- (1) Accept - exclude, include, receive, reach
- (2) Check - pay, see, mention, verify
- (3) Site - see, quote, place, excite
- (4) Industrious - hardworking, industry, policy

(c) Give the meaning of any **four** : **4**

- (1) Amicable
- (2) Effect
- (3) Minutes
- (4) Abroad
- (5) Eligible
- (6) Credible

5. (a) State whether the following statements are true or false : **6**

- (1) The communication in which we use words is called a verbal communication.
- (2) Communication is a one-way process.
- (3) The word 'communication' is derived from Latin.
- (4) More use of idioms and phrases make the communication easy to understand for a layman.
- (5) There can be no communication without words and language.
- (6) Only your subject related knowledge is important at the time of interview.

- (b) Fill in the blanks by using correct options : 4
- (1) To be _____ is a good habit to save money. (economic/economical)
 - (2) _____ of anything is bad. (access/excess)
 - (3) Rahul is going _____ for his further studies. (abroad/aboard)
 - (4) Success depends on hard work, not destiny. Be _____ .
(industrious/industrial)

- (c) Match the following : 4

A	B
(1) Slay	(a) if
(2) Whether	(b) pay for a journey
(3) Forward	(c) to come further
(4) Fare	(d) to kill brutally

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CC-104 : Commercial Communication-I

(New course)

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1. (A) What is communication ? Explain its meaning in detail by using various definitions. 7

OR

Discuss the process of communication in detail.

- (B) Write down the meaning of feedback and also discuss the types of feedback. 7

OR

Briefly explain the principles of effective communication.

2. (A) What is written communication ? Discuss the limitations of written communication. 7

OR

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

- (B) Define non-verbal communication and explain any two types of non-verbal communication in brief. 7

OR

Explain the difference between oral and written communication.

3. Draft a resume as a commerce graduate applying for the post of a Bank Accountant. 14

OR

Explain the certain tips to face an interview in detail.

4. (A) Write a précis of the following passage to one-third of its length and also give a suitable title : 7

When we survey our lives and efforts we soon observe that almost the whole of our actions and desires are bound up with the existence of other human beings. We notice that whole nature resembles that of the social animals. We eat food that others have produced, wear clothes that others have made, live in houses that others have built. The greater part of our knowledge and beliefs has been passed on to us by other people through the medium of a language which others have created. Without language and mental capacities, we would have been poor indeed comparable to higher animals.

We have, therefore, to admit that we owe our principal knowledge over the least to the fact of living in human society. The individual if left alone from birth would remain primitive and beast like in his thoughts and feelings to a degree that we can hardly imagine. The individual is what he is and has the significance that he has, not much in virtue of the individuality, but rather as a member of a great human community, which directs his material and spiritual existence from the cradle to grave.

- (B) Do as directed :

- (1) Match the following : 4

A	B
Judicial	having two parts
Principle	happy
Merry	basic truth
Dual	legal

- (2) Fill in the blanks by using correct options : 3

- (a) _____ coffee, she will take tea. (Beside/Besides)
(b) My sister always wear _____ sandals. (Heel/Heal)
(c) Do not live in the world of _____. (Allusion/Illusion)

5. Do as directed :

- (1) Choose the correct option : 4

- (i) Which of the following is not one of the elements of process of communication ?
- | | |
|-----------------|--------------|
| (a) Conciseness | (b) Sender |
| (c) Feedback | (d) Encoding |

