

Seat No. : _____

MJ-110

April-2018

B.Com., Sem.-I

**CC-104 : Commercial Communication-I
(New)**

Time : 3 Hours]

[Max. Marks : 70

1. Write a detail note on the process of communication. **14**

OR

Discuss importance of Listening and show the difference between listening and hearing.

2. Write short notes on any **two** of the following : **14**

- (1) E-Communication : Advantages and Limitations
- (2) E-Commerce
- (3) E-Banking
- (4) E-Governance

3. Draft a suitable application for the post of a Sales Representative. **14**

OR

Explain the significant techniques for writing the effective Resume.

4. (a) Make a précis of the following passage and give it a suitable title. **8**

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 and 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) Fill in the blanks using the correct option given in the bracket : 6
- (1) Time will _____ the wounds. (heel/heal)
 - (2) Aditya went to _____ for further study. (aboard/abroad)
 - (3) We shall visit Kashmir during _____. (vacation/vocation)
 - (4) The Court released Sanjay on _____. (bail/bale)
 - (5) Sonal loves watching _____ serials. (cartoon/carton)
 - (6) May _____ prevail on the Earth. (piece/peace)

5. Do as Directed : 14

(A) Choose the correct option :

- (1) Communication is derived from Latin word _____.
 (a) Communis (b) Commune (c) Communion
- (2) Decoding refers to the process of _____.
 (a) interpreting the message
 (b) sending the message
 (c) receiving the message
- (3) E-communication means _____.
 (a) entertainment communication
 (b) electronic communication
 (c) economic communication
- (4) _____ is one of the objectives of communication.
 (a) Correction (b) Motivation (c) Perfection

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

- (1) Encoding refers to the process of creating message.
- (2) Communication is a one-way process.
- (3) Knowledge is not one of the objectives of communication.
- (4) Feedback is the first step in the process of communication.
- (5) E-meetings are very convenient and cost-effective.

(C) Match the following :

Judicious	not easy to read
Interview	e-banking
Information	sensible
Net banking / Mobile banking	oral communication
Illegible	objective of communication

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1. (a) Define Communication and discuss its characteristics. 7
OR
Discuss any seven objectives of Communication.
(b) Define feedback and explain the types of feedback. 7
OR
Explain the process of Communication.
2. (a) What is Oral communication ? State its disadvantages. 7
OR
Discuss the importance and advantages of written communication.
(b) Explain any two types of non-verbal communication. 7
OR
Discuss non-verbal communication and its advantages.
3. Draft a suitable application for the post of a Sales Representative. 14
OR
Explain the significant techniques for writing the effective Resume.
4. (a) Make a précis of the following passage and give it a suitable title : 7
Many people now-a-days are apt to boast of our great civilization and of the wonders of science. Science had 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 :
- (1) Match the following : 4
- | | |
|----------|------------------|
| Amicable | receive |
| Judicial | having two parts |
| Dual | friendly |
| Accept | legal |
- (2) Fill in the blanks using correct option : 3
- (1) Do not live in the world of _____. (allusion, illusion)
- (2) _____ of anything is bad. (Excess, Access)
- (3) _____ tea, she will take coffee. (Beside, Besides)
5. Do as Directed : 14
- (I) Choose the correct option :
- (1) _____ is not one of the elements of the process of communication.
- (a) Feedback (b) Conciseness (c) Encoding
- (2) Communication through language is called _____.
 (a) Non-verbal communication
 (b) Visual communication
 (c) Verbal Communication
- (3) Full form of C. V is _____.
 (a) Complete value
 (b) Curriculum vitae
 (c) Corresponding value
- (4) Which of the following is not a part of non-verbal communication ?
 (a) Body Language
 (b) Oral communication
 (c) Para language
- (II) State whether the following statements are **True** or **False** :
- (1) Communication is a two-way process.
- (2) Oral communication refers to face-to-face communication.
- (3) Completeness is one of the principal objectives of communication.
- (4) There can be no communication without words and language.
- (5) Written communication can be used as legal evidence.
- (III) Match the following :
- | | |
|-----------|-----------------------------|
| Merry | cut |
| Interview | principles of communication |
| Resume | happy |
| Seven C's | oral communication |
| Sever | qualification in brief |
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