

B Com - Semester - I - Commercial Communication (104)

Divisions - "A", "B" and "C"

1. (a) Explain in brief any seven objectives of communication. (07)
Or
Define and explain communication in detail.

- (b) Discuss the characteristics of communication in detail. (07)
Or
Discuss different types of the feedback.

2. (a) Discuss verbal and non-verbal forms of communication. (07)
Or
Discuss different types of non-verbal communication.

- (b) Discuss important differences between oral and written communication. (07)
Or
Discuss advantages and disadvantages of oral communication.

3. Write an application for the post of a sales representative. (14)
Or
Discuss the techniques of writing an effective résumé.

4. (a) Write a précis of the following passage to one-third of its length and give it a suitable title: (07)

Unemployment is a great curse. It ruins society. It turns law-abiding and honest men into criminals. In fact, it brings to the surface the evil side of human character. It is a great danger to the government itself. Soon the discontent gives place to a movement against the government. The movement may result in political unrest. A wise government will always keep an eye on the unemployed and do its best to keep down their number. How can this problem be solved? Obviously the answer will be - either by discarding machines altogether and reverting to the economy of good old times or by removing the capitalist and running the machines for the benefit of the workers. All industries should be nationalized. The government should have a planned economy. This planning should be done keeping in view the welfare of the common people and not a handful of rich industrialists and landlords. New industries should be started to provide more and more work.

b) Do as directed:

- (i) Match the following: (04)

A	B
edition - colourless	
allusion - stock	
pale - reference	
hoard - copy	

(ii) Fill in the blanks with appropriate options from those given in the brackets: (03)

- The king ordered the soldiers to _____ the traitor. (slay/ sleigh)
- The Taluka Development Officer will _____ the damage to the crops. (appraise/ apprise)
- Would you like to pay in cash or by _____? (check/ cheque)

5. Do as directed:

(a) Attempt the following by choosing the correct option from those given below: (05)

(1) A _____ message gives all necessary details.

(a) courteous (b) concrete (c) clear (d) complete

(2) Written communication requires _____.

(a) literature (b) literacy (c) liberation (d) liberty

(3) The _____ encodes the message.

(a) receiver (b) sender (c) importer (d) exporter

(4) Body Language is also known as _____.

(a) aerobics (b) proxemics (c) kinetics (d) kinesics

(5) Colours and sounds are elements of _____ Language.

(a) Body (b) Sign (c) Short-hand (d) Secret

(b) State whether the following statements are true or false: (05)

(6) Immediate feedback is possible in oral communication.

(7) Non-verbal communication is useful in conveying long and complicated messages.

(8) The medium for conveying the message is also called the channel.

(9) Oral communication has no legal validity.

(10) A message is concrete if it is conveyed in simple, natural language.

(c) Match the following: (04)

A **B**

(11) draft - effective communication

(12) sever - paralanguage

(13) volume - writing

(14) clarity - detach

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