

**DL-101**

December-2017

B.Com., Sem.-I

**CC-104 : Commercial Communication – I**  
(Old Course)

[Max. Marks : 70]

Time : 3 Hours]

- Instructions :** (1) Clearly mention the options you attempt.  
(2) Figures to the right side stand for marks.

1. (A) What is feedback ? Discuss in detail the types of feedback. 7  
OR  
Discuss in detail objectives of communication. (Any Seven)  
(B) Discuss the principles of effective communication. 7  
OR  
Define communication and discuss the process of communication.
2. (A) Write short note on Body Language. 7  
OR  
What is non-verbal communication ? Discuss its advantages and disadvantages.  
(B) What is oral communication ? Discuss advantages and disadvantages of Oral communication. 7  
OR  
What is written communication ? Discuss advantages and disadvantages of it.
3. In response to an advertisement in "The Times of India", draft an application for the post of a Sales Executive in Nelson Company, Rajkot. 14  
OR  
Give some important techniques for writing the effective Resume.
4. (A) Write précis of the following passage to one-third of its length and also give a suitable title : 7  
Teaching is the noblest of professions. A teacher has a sacred duty perform. It is he on whom rests the responsibility of molding the character of young children. Apart from developing their intellect, he can inculcate in them qualities of good citizenship, remaining neat and clean, talking decently and sitting properly. These virtues are not easy to be absorbed. Only he who himself leads a life of simplicity, purity and rigid discipline can successfully cultivate these habits in his pupils. Besides a teacher always remain young. He may grow old in age, but not in spite. Perpetual contact with budding youths keeps him happy and cheerful. There are moments when domestics worries weigh heavily on his mind, but the delightful company of innocent children makes him overcome his transient moods of despair.

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(B) Do as directed :

(1) Match the words 'A' with their meanings in 'B' :

A	B
Descent	story
Boast	having two parts
Tale	to speak proudly
Dual	going down

(2) Fill in the blanks with using correct options :

- May his \_\_\_\_\_ rest in peace. ( sole/soul)
- The cricket \_\_\_\_\_ of Rachna school won the match last year.  
(team/teem)
- He is an \_\_\_\_\_ bachelor.(eligible/illegible)

5. (A) Choose the correct options :

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- \_\_\_\_\_ is one of the objectives of communication.  
(a) Motivation (b) Perfection (c) Correction
- When the interview is over, the candidate should \_\_\_\_\_.  
(a) run as fast as possible from the room  
(b) leave the interview room without permission  
(c) leave the room by saying polite words
- Motivation means to \_\_\_\_\_ somebody.  
(a) discourage (b) warn (c) encourage
- The \_\_\_\_\_ is the form of oral communication.  
(a) letter (b) speech (c) draft
- The word 'Compliment' means \_\_\_\_\_.  
(a) to flatter (b) to hate (c) to praise
- Without \_\_\_\_\_, the process of communication doesn't complete.  
(a) encoding (b) decoding (c) feedback
- Please give me your mobile for a while; is an example of \_\_\_\_\_.  
(a) order (b) request (c) information
- There are \_\_\_\_\_ steps in the process of communication.  
(a) one (b) seven (c) two

(B) State whether the following sentences are 'True' or 'False' :

- Oral communication doesn't have permanent record.
- Written communication is accurate.
- Minor means the person who works in the mines.
- Communication is a two-way process.
- One cannot communicate without language.
- There is no need of sender in the process of communication.

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- Instructions :** (1) The figures on the right indicate marks.  
(2) Clearly mention the option you attempt

1. Discuss the process of communication. 14  
**OR**  
Discuss in detail various types of listening.
2. Write short notes on : (Any two) 14  
(i) E-Banking  
(ii) E-Meeting  
(iii) E-Governance  
(iv) E-Communication
3. Write an application for the post of a Manager. 14  
**OR**  
Give some important tips for facing an interview.
4. (A) Write a précis of the following passage to one- third of its length and give suitable title : 8

People in the present day civilization have become highly materialistic. Money is the only god they know. Consequently, all their efforts and most of their waking hours, go into earning money and still more money. The life of a rich businessman, especially in the developed countries, is extremely busy. Thousands have to be converted into lakhs and lakhs into crores. There is no end and no respite for them. Along with money come the demands of their social life. To keep abreast of the times, they have to throw and attend big parties, meeting powerful and influential people to serve their business ends.

One unfortunate result of their excessively busy and fast life is the total neglect of their children. The rich can provide their children with all that money can buy: rich food, expensive clothes, cars and every other imaginable comfort and luxury. But they simply cannot give them what they need most-parental care and affection on a personal level for which there is no substitute in the whole world. These children brought up almost entirely by hired attendants develop a twisted personality. Money ceases to attract them and they know nothing beyond it. The rich, busy and well-mannered parents are one day shocked to find that their children have developed some of the personalities of their own attendants which are, to say the least, considerably less than well-bred.

(B) Fill in the blanks with correct options :

- (1) Ramjilal carried a \_\_\_\_\_ of cotton on his head. (bail, bale)
- (2) Rahul is fond of watching \_\_\_\_\_ channels. (carton, cartoon)
- (3) He performed a \_\_\_\_\_ of King on the stage last month. (roll, role)
- (4) Please write a \_\_\_\_\_ for ₹ 10,000 (check, cheque)
- (5) Mr. Sharma is the \_\_\_\_\_ of this college. (principal, principle)
- (6) Malhar went to \_\_\_\_\_ for further studies. (abroad, aboard)

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5. Do as directed :

(a) Choose the correct options :

- (i) E-communication means \_\_\_\_\_.  
 (a) electrical communication  
 (b) electric communication  
 (c) electronic communication
- (ii) \_\_\_\_\_ is the first step of process of communication.  
 (a) Receiver (b) Sender (c) Feedback
- (iii) When the expert gives his own opinion on the specific subject, it is called \_\_\_\_\_.  
 (a) request (b) warning (c) counselling
- (iv) The \_\_\_\_\_ is a forceful means of communication.  
 (a) advise (b) warning (c) counseling

(b) State whether the following sentences are 'True' or 'False' :

- (i) The date should not be mentioned in the application. {
- (ii) The candidate should not reach in time at the interview place. }
- (iii) The candidate should not give much importance to his clothing while facing the interview. GujaratStudy.com
- (iv) The word communication is derived from Indian language. {
- (v) Active listening means to listen the speaker with lot of attention. }
- (vi) The sort form of Fax is facsimiles ✓

(c) Match the following :

A	B
ATM	polite means of communication
E-mail	e-banking
Beside	written communication
Request	at the side of