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1st SEM

Seat No. : _____

MQ-105

December-2016

B.Com., Sem.-I

CC-104 : Communication in Business

(Old Course)

Time : 3 Hours]

[Max. Marks : 70

1. (A) What is Communication ? Explain the word 'Communication' in detail quoting some of the definitions. 6

OR

Write a detailed note on features of Communication.

- (B) Explain Oral Communication and write a note on some of its advantages. 4

OR

Write a note on limitations of written communication.

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

(1) Body Language

(2) Para Language

(3) Time and Space Language

2. (A) Describe the process of communication in detail. 6

OR

Write a note on the difference between Oral Communication and Written Communication.

- (B) What is feedback ? Explain the importance of feedback in the process of communication. 4

OR

Name twelve objectives of communication.

- (C) Write a note on the types of feedback. 4

OR

Explain any four objectives of communication.

3. (A) Explain verbal communication and mention some of its advantages. 6

OR

Write a note on tips for facing an interview.

(B) Write a note on limitations of non-verbal communication. 4

OR

Write a note on physical barriers.

(C) Write a note on how to conduct a personal meeting. 4

OR

Explain two semantic barriers in detail.

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

A strike can be defined as a voluntary stoppage of work by a group of organized persons. An individual remaining away from his job or duties is not a strike. Only when an organized body of persons willfully abstain from their work do we understand it as a strike. A time there was when generally strikes were resorted to by workers in factories. Now we see that almost all organizers have taken to strikes. Students, teachers, junior and senior doctors, employees in hospitals, in banks, in railways and in public utility services.

When the industrial revolution took place and large scale production came to stay workers had to form trade-unions to protest and promote their interest against the merciless exploitation by the owners of industry. These organized bodies had to go on strikes to exercise pressure on those who managed industries to get their demands granted. Generally the demands were related to wages and conditions of work. If the workers resort to strike to get their legitimate demands satisfied, there is no abuse of the weapon of strike. But one point has to be remembered. Strike is to be resorted to only after talks, negotiations and other means of a reasonable compromise have failed, Strikes must always remain peaceful and protests must be disciplined.

(B) Match the words given in Column – A with their meanings given in Column – B : 4

A	B
Eligible	Differ
Beside	Profession
Vary	By the side of
Vocation	Suitable

(C) Fill in the blanks choosing the correct word from the bracket : 4

- (1) To _____ Mount Everest is not easy. (ascent/assent)
- (2) I like my friend because of his _____ nature. (amicable/amiable)
- (3) Salman played a nice _____ in Sultan. (role/roll)
- (4) I like to wear _____ clothes. (lose/loose)

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

- (1) Communication is a one way process.
- (2) Conciseness should not be at the cost of clarity.
- (3) Clarity is one of the objectives of communication.
- (4) The process of analyzing and interpreting the message is known as decoding.
- (5) Physical barriers are within the reach of the sender and the receiver.
- (6) Interview is a formal meeting.

(B) Match the following : 4

A	B
Confidant	Written Communication
Information	Holiday
Letter	Trusted
Vacation	Objective of Communication

(C) Choose the appropriate option : 4

- (1) _____ completes the process of communication.
 - (A) Sender
 - (B) Receiver
 - (C) Feedback

- (2) _____ is a permanent record.
- (A) Oral Communication
 - (B) Written Communication
 - (C) Face to face Conservation.
- (3) I gave my friend a _____ for ₹ 5,000.
- (A) Cheque
 - (B) Check
 - (C) Site
- (4) _____ is a psycho-sociological barrier.
- (A) Noise
 - (B) Interpretation of words
 - (C) Status Block