

B.Com. (Accounting and Finance) Semester-I Examination

COMMERCE

Business Communication-I

Time : Three Hours]

[Maximum Marks : 80

Note :—(1) There are three Sections (A, B and C).

(2) Section A — **20** marks.

(3) Section B — **20** marks.

(4) Section C — **40** marks.

(5) All question are compulsory.

(6) Sections B and C comprise of short and long questions respectively, one each from respective unit having internal choice from the same unit.

SECTION—A

(Choose the appropriate options)

1. The goal of communication is to _____.
(a) Persuade (b) Shout
(c) Give order (d) Back answer
2. _____ helps us accurately decode the message, which in turn help us properly encode the _____.
(a) Listening feedback (b) Feedblack, Listening
(c) Listening Interest (d) Feedblack, feedblack
3. Communication process involves at least _____ person(s).
(a) One (b) Two
(c) Three (d) Four
4. Body talk is also known as _____.
(a) Learage (b) Physical communication
(c) Noise (d) Overflow
5. Verbal communication refers to the use of _____ for communication purpose.
(a) Expressions (b) Gestures
(c) Body activities (d) Words

6. _____ and _____ are objectives of communication between persons of equal status.
- (a) Request, Advice (b) Complaints, Suggestions
(c) Complaints, Application (d) Demand, Appeal
7. Oral communication is the interchange of _____ between the sender and receiver.
- (a) Written messages (b) Verbal messages
(c) Signs and gestures (d) Cues and Clues
8. Example of oral communication is _____.
- (a) Telephone (b) Letter
(c) E-mail (d) Fax
9. In an organization, which of these is not a type of communication ?
- (a) Downward (b) Curve
(c) Upward (d) Horizontal
10. _____ communication flows from a superior to a subordinate.
- (a) Upward (b) Diagonal
(c) Downward (d) Lateral
11. Which of these is not a limitation of downward communication ?
- (a) Under communication (b) Car communication
(c) Over communication (d) Distortion
12. Which of these moves from the grass root level ?
- (a) Downward communication (b) Upward communication
(c) Diagonal communication (d) Lateral communication
13. One important aspect of a good presentation is one that _____.
- (a) Starts late
(b) Ends on time
(c) Ends after 10 minutes
(d) Ends after the audience starts clapping
14. The interview uses _____ questions to ascertain your technical skills or know-how about a piece of hardware, software, technology or equipment.
- (a) Hypothetical (b) Probing
(c) Leading (d) Technical

15. During the interview, it becomes more important to stick to the ABC of Communication.
- (a) Answer, Bold and Confidence (b) Attentive, Beautiful and Concise
- (c) Accuracy, Brevity and Confidence (d) None of the above
16. What a moderator doesn't look for in the participants in a GID (Group discussion) ?
- (a) Expression (b) Communication
- (c) Content (d) Leadership skills
17. _____ with technology advancements, today it is possible to have multiple-party telephone call, it is known as.
- (a) Video-conferencing (b) Video-chat
- (c) Tele-conferencing (d) Fax
18. _____ are the quick means of sending copies of document.
- (a) Voice mail (b) Video conferencing
- (c) Blog (d) Fax
19. _____ is a computer network made up of thousands of networks and millions of computers worldwide.
- (a) WWW (b) Internet
- (c) Intranet (d) LAN
20. One of the greatest disadvantages of email is its :
- (a) Speed (b) Accuracy
- (c) Brief (d) Easily spammed 1×20=20

SECTION—B

1. What are the objectives of Business Communication ? 4

OR

Elaborate all the elements of Business Communication. 4

2. Discuss the various dimensions of Non-verbal Communication. 4

OR

Difference between Formal and Informal Communication. 4

3. Explain Grapevine Communication. 4

OR

What is Upward Communication ? Explain with suitable example. 4

4. Explain the importance of soft skills. 4

OR

Why is it important to know your audience for presentation. 4

5. What do you understand by tele-conferencing ? 4

OR

What are the advantages of E-Mail ? 4

SECTION—C

1. Define Communication. What are the various guidelines for effective Communication ? 8

OR

What is meant by "Communication is a two-way process" ? 8

2. What are major disadvantages of oral and written Communication ? 8

OR

What is Verbal Communication ? Guidelines for making effective Verbal Communication. 8

3. "The responsibility for the success of communication always lies on the senior person" Discuss the statement. 8

OR

Write a note on formal communication channel in an organization with suitable example and diagram. 8

4. What are the things to be borne in mind before going for an interview ? 8

OR

What are the requisites of effective speaking ? 8

5. What are the advantages and disadvantages of internet ? 8

OR

What is Video Conferencing ? What care should be taken for clothing in Video Conferencing ? 8