



GP-2404² Seat No. _____

B.Com. (Sem. - I) Examination

November / December - 2013

CC-104 : Communication in Business
(Core Compulsory)

Time : 3 Hours]

[Total Marks : 70

- 1 (a) Define communication and bring out the importance of verbal communication. 20

OR

- (b) Discuss in detail various forms of non-verbal communication.

- 2 (a) Discuss any five objectives of communication. 15

OR

- (b) Explain the role of feedback in the process of communication.

- 3 (a) Mention some major physical and semantic barriers to communication. 15

OR

- (b) Discuss some important tips for attending a personal meeting.

- 4 Make a precis of the following passage and give a suitable title to it. 10

Broken friendship may be repaired, but the break will always show. Friendship is a precious thing - too precious a treasure to be carelessly broken or thrown away. The world handles the word 'friend' lightly; its real, true deeper meaning is forgotten,

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and the acquaintance of an hour or the chance-corner is designated by the term which in itself bears a wealth of meaning. Your friend is the one who appreciates you, who understands and sympathises with your defeats and victories, your aims and ideals, your joys and temptations, your hopes and disappointments as no one else does or can. It is your friend to whom you turn for counsel, for comfort, for praise. he/she may not be as learned as some or as wise as others, but it suffices that he/she understands you, and even his quiet listening gives strength and renewed courage. Blessed is the man or woman into whose life has come the beauty and power of such a friendship unbroken. Avoid the break, for when it comes it can not be mended and the jarring note mars the harmony. It is not just the forgiveness, but rather the hurt in the heart that will not readily heal and the confidence that will not fully return.

- 5 Rewrite the following sentences choosing the correct 10 word from the brackets.

- (i) He played a major _____ in her achievement. (roll, role)
(ii) _____ of anything is dangerous. (Access, Excess)
(iii) She failed in the C.A. examination for two _____ attempts. (successive, succesful)
(iv) One should be _____ in spending money. (economical, economic)
(v) Several _____ of his book have been published. (editions, additions)
(vi) Our union leader has _____ nature. (judicial, judicious)
(vii) The _____ are written at every meeting. (minutes, minute)

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- (viii) She wants to go _____ for higher studies.
(abroad, aboard)
- (ix) Advertising campaigns are required to
_____ up the sales of product.
(boast, boost)
- (x) I want you to work as my _____ assistant.
(confident, confidant)
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