



## TSH-705

### B. Com. (Sem. I) Examination

December - 2011

#### CC - 104 : Communication in Business (Core Compulsory)

Time : 3 Hours]

[Total Marks : 70

- 1 (a) Define the word communication and describe various features of it. 20

OR

- (b) Explain various types of verbal communication. 20

- 2 (a) Discuss about the various aims and objectives of communication. 15

OR

- (b) Write a note on the difference between oral and written communication. 15

- 3 (a) Write a note on the importance of Body Language and gestures for the person appearing for an interview. 15

OR

- (b) Discuss in detail about any two types of barriers to effective communication. 15

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[Contd...

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

The great defect of our civilization is that it does not know what to do with the treasure of knowledge. So knowledge has proved to be a burden and not a useful tool to enhance skills. The Noble Prize winning writer, V.S. Naipaul says that we do not know skillful use of science and technology. We do not know how to manage our machines.

Machines were, in fact, made to be man's servants. Ironically man has become so dependent on them that they have become masters. Many of us waste our time in looking after our machines. We also waste lots of money after their fuel consumption and maintenance. It has become difficult for men to either work or play without the help of machines. A time is not far when machines like Robot will rule us, just as we rule the animals.

- 5 (a) Rewrite the following sentences choosing the correct word from the brackets : 5

- (i) Edison was an \_\_\_\_\_ scientist who constantly worked for hours together. (industrious/industrial)  
(ii) Udayan's problems were too \_\_\_\_\_ to be solved. (severe/sever)  
(iii) He won the awards since 1988 to 1990, \_\_\_\_\_ for three years. (successfully/successively)  
(iv) Now-a-days Medical practice is considered to be a good \_\_\_\_\_. (vocation/vacation)  
(v) In Rajkot, the corporation provide tap water every \_\_\_\_\_ day. (alternate / alternative)

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[Contd...

(b) Match the words under A with their meanings given under B :

5

<b>A</b>	<b>B</b>
credible	admiration
eligible	disagreement
cite	suitable
dissent	quote
compliment	believable

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