

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**M.Com. (Hons) Summer 2018 – 19 Examination**

Semester: 1

Subject Code: 16293101

Subject Name: Business Communication and Professional Skills -I

Date: 15/04/2019

Time: 10:30 am to 1:00 pm

Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A) Answer any twelve Multiple choice type questions. (any seven)****(07)**

1. Which industries include dairy and farming?
 

a) service	b) secondary
c) primary	d) all of the above
2. A business which is owned and managed by government is known as \_\_\_\_\_.
 

a) public sector	b) entrepreneurship
c) a sole trade	d) limited liability
3. Government can allow any foreign company to invest in country under \_\_\_\_\_ scheme.
 

a) Free Direct Investment	b) Foreign Direct Investment
c) Free Direct Interest	d) Fiscal Direct Investment
4. WIP stands for \_\_\_\_\_.
 

a) Work in process	b) Work in programme
c) Work in progress	d) Work in port
5. What does quality management not include?
 

a) functionality	b) appearance
c) reliability	d) maturity
6. Flexibility is ability to respond to \_\_\_\_\_.
 

a) accept	b) divert
c) change	d) divert
7. Which of the following derive lowest profit potential?
 

a) import	b) outsourcing
c) export	d) a & c
8. Banking and Insurance come under \_\_\_\_\_.
 

a) primary sector	b) secondary sector
c) both a & b	d) service sector
9. The techniques used for lean operations are often called \_\_\_\_\_.
 

a) JIT (just in time)	b) WIP (work in progress)
c) TQM (total quality management)	d) all of these

**B) Rewrite the jumbled words. (Each of 0.5 mark)****(05)**

1. ostc 2. chteonolyg 3. Meopweremnt 4. Bpuilc rnotiales 5. Lolryap 6. Aritffs 7. Terenprises 8. lgael 9. Kcapagnig 10. metakrngi

**Q.2 Do as Directed.****A) Define the given terms.****(05)**

- 1). The Private Sector 2) secondary industries 3). IPO 4). Acquisition 5). Outsourcing

**B) Fill in the blanks using the words from the bracket. (appliances, brokerage, freight, apparels/beverages, house hold, utilities, real estate, facilities) (Any five)****(05)**

1. Goods that are carried by ship, train or aircraft are called \_\_\_\_\_
2. A product used in the home is a \_\_\_\_\_ product.
3. Pieces of electrical equipment used in people's homes are \_\_\_\_\_
4. The words 'clothing' and 'drinks' are conversational. In a business context you often see the words \_\_\_\_\_ and \_\_\_\_\_.
5. Rooms, equipment or services that are provided for a particular purpose are \_\_\_\_\_.
6. Another term for 'property' is \_\_\_\_\_.
7. The business of buying and selling shares is called \_\_\_\_\_.

**Q.3 Do as Directed.**

- A) Answer the following questions. (any five)** (15)
1. Explain the business types
  2. Which are the driving forces of globalization?
  3. Explain company structure.
  4. What is distribution?
  5. What is 'operations'?
  6. Explain e-business.
- B) Explain the given idioms and frame sentences using them.** (05)
1. Bell the cat
  2. An apple of the eye
  3. Piece of cake
  4. Barking up the wrong tree
  5. Action speaks louder than words
- Q.4A) Answer the following questions in brief. (any two)** (06)
1. Who is called a contributor?
  2. What are the key features of dynamic personality?
  3. Discuss about inner success and external success in brief.
- B) Write a paragraph on any one of the following in about 100 words.** (05)
- (i) E- business
  - (ii) Present Education system in India
- C) Prepare a resume along with a cover letter.** (07)