

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

Semester: 1

Subject Code: 16293101

Subject Name: Business Communication and Professional Skills -I

Date: 06/12/2018

Time: 10:30am to 1:00pm

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. FDI stands for _____

a) Free Direct Investment	b) Foreign Direct Investment
c) Free Direct Interest	d) Fiscal Direct Investment
2. A business which is owned and managed by one person is known by _____.

a) a partnership	b) entrepreneurship
c) a sole trade	d) limited liability
3. Most people would agree that quality management includes _____.

a) functionality	b) appearance
c) reliability	d) all of these
4. Full form of WIP is _____.

a) Work in process	b) Work in programme
c) Work in progress	d) Work in port
5. Which of the following derive lowest profit potential?

a) import	b) outsourcing
c) export	d) a & c
6. _____ is ability to respond to change.

a) quality	b) dependability
c) flexibility	d) probability
7. 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
8. What is the longer term and the big picture

a) strategic planning	b) operational planning
c) both a & b	d) none of these
9. Which industries include construction and manufacturing?

a) service	b) secondary
c) primary	d) all of the above

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

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Q.2 Do as Directed.**A) Match the following. (05)**

- | | |
|---|----------------|
| 1. Services provided for a particular purpose | a) Trademark |
| 2. The business of buying and selling shares | b) shortlist |
| 3. A name or symbol that has legal protection | c) real estate |
| 4. Another term for property is | d) empowerment |
| 5. Giving people more control over their work | e) household |
| | f) brokerage |
| | g) facilities |

B) Fill in the gaps. (any five)

(05)

1. The key areas of technical expertise that a company has, are its _____.
2. A small group or job candidates who have gone through to the final interview stage is _____.
3. The amount of work that can be dealt within a particular time period is the _____.
4. A synonym for intermediary is the _____.
5. A product used in the home is a _____.
6. Freelancers are often brought in to do jobs were previously done _____.
7. A specific problem that cause delays to a whole process is called _____.

Q.3 Do as Directed.

A) Answer the following questions. (any five)

(15)

1. What is distribution?
2. How to determine staffing needs?
3. What is e-business?
4. Discuss the business types.
5. Which are the driving forces of globalization?
6. Brief about company structure.

B) Explain the given idioms and frame sentences using them.

(05)

1. A piece of cake
2. Apple of the eye
3. Comparing apples with oranges
4. Every cloud has a silver lining
5. Once in a blue moon

Q.4 Answer the following questions in brief. (any two)

(06)

- A)**
1. Who can be defined as a contributor?
 2. What is the difference between static and dynamic personality?
 3. Discuss about internal 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) Human Resources

C) Prepare a resume along with a cover letter.

(07)