

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Com.(Hons), Winter 2019 – 20 Examination

Semester:1

Subject Code: 16200105

Subject Name: Business Communication Skills

Date: 28/11/2019

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) Multiple choice type questions. (Each of one mark)****(06)**

1. Brokerage is _____

a) Pieces of electrical equipment	b) The business of buying and selling shares
c) Services that are provided for a particular purpose	d) Public services used by everyone
2. In a business context _____ and _____ words are used for 'clothing and 'drinking'.

a) appliances, beverages	b) apparels, appliances
c) appliances, apparels	d) apparels, beverages
3. Goods that are carried by ship, train or aircraft are called _____.

a) freight	b) flight
c) fetch	d) facilities
4. Appliances are _____.

a) Pieces of electrical equipment	b) The business of buying and selling shares
c) Services that are provided for a particular purpose	d) Public services used by everyone
5. A product used in the home is a _____ product.

a) home	b) household
c) domestic	d) daily
6. Another term for property is _____.

a) revenue	b) real property
c) real estate	d) estate

B) Make collocations using one item from each box.**(06)**

Competitive, contractual, deeper, inward, mobile, trade, trading

Advantage, agreement, communication, investment, involvement, partners, Surplus

1. _____ _____ make it easy for managers to stay in touch with colleagues and head office.
2. If a country exports more to its _____ than imports it has a _____.
3. National governments encourage _____ because it brings benefits such as the creation of jobs, skills development and technology transfer.
4. Low labour and manufacturing costs are a major _____ in the global market.
5. Import/Export is low-rise, but has a low profit potential. If a company wants a _____ in the global market they will look at outsourcing _____.
6. Outsourcing involves a long term _____ with a low-cost provider of goods and services.

- Q.2 Answer the following questions in short. (Each of 04 mark) (12)**
1. State the types of listening and explain 'Critical listening'.
 2. List out the most frequently followed networks and explain 'The circuit network'.
 3. What is listening?
- Q.3 Answer the following. (Any Three) (Each of 06 mark) (18)**
1. Explain the importance of good workplace communication.
 2. Explain emphatic listening and appreciative listening.
 3. Describe non-verbal communication and its features.
 4. How can you improve how your organization communicates?
- Q.4 Answer the following. (Any two) (Each of 09 mark) (18)**
1. What is the difference between verbal and non-verbal communication?
 2. Describe the process of communication with diagram.
 3. Describe the types of business communication.