

**Model Paper “Communication Skills”  
For D.Com (Part-II)  
Annual Examination 2013 & Onward**

**Part-A  
Objective**

Time: 15:00 minutes

Marks: 10

**Note:** This part is compulsory. It should be attempted on the question paper. Cutting, overwriting, use of lead pencil, rubber or ink remover is not allowed. Supervisory staff is requested to attach it with the answer book.

**Q.1 (a) Tick the correct answer from the following options a, b, c, d. (5)**

1. Communication means to  
(a) Start                      (b) Share                      (c) Plunge                      (d) Speak
2. The sender of the message is also called  
(a) Encoder                      (b) Reporter                      (c) Decoder                      (d) Recorder
3. The principles of effective communication are called  
(a) 4C's                      (b) 5C's                      (c) 6C's                      (d) 7C's
4. Formal greeting which is used to start the body of the letter is  
(a) Heading                      (b) Inside address                      (c) Salutation                      (d) Complimentary close
5. Types of oral presentation are  
(a) Two                      (b) Three                      (c) Four                      (d) Five

**(b) Encircle the correct word from the options a,b,c,d. (5)**

1. Communication is a \_\_\_\_\_ way process.  
(a) One                      (b) Two                      (c) Three                      (d) Four
2. Speaker's response to message is called \_\_\_\_\_  
(a) Reaction                      (b) Reply                      (c) Demand                      (d) Feedback
3. Writing is a \_\_\_\_\_ skill.  
(a) Receptive                      (b) Productive                      (c) Useless                      (d) Negative
4. \_\_\_\_\_ is the address of the person who writes the letter.  
(a) Letterhead                      (b) Inside address                      (c) Body                      (d) Salutation
5. Noise is a \_\_\_\_\_ barrier.  
(a) Technical                      (b) Psychological                      (c) Physical                      (d) Organizational

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**Part-B  
Subjective**

Time: 02:00 Hours

Marks: 40

**Section-I**

**Q. No.2** Answer any **twelve (12)** of the following questions. **(12x2) = 24**

1. Define communication.
2. What is the difference between encoding and decoding?
3. Name the barriers to effective communication.
4. What do you mean by kinesics?
5. Define Listening.
6. What does consideration mean?
7. How is listening different from hearing?
8. Give any two purposes of speaking.
9. Differentiate between skimming and scanning.
10. What does C.V stand for?
11. What is the function of subject line in letter?
12. Define feedback.
13. Why is rehearsal important for making oral presentation?
14. How does clarity come in message?
15. Define non verbal communication.
16. Briefly write the importance of communication.
17. What is an order letter?
18. Name three kinds of letter.

**Section-II**

**Note: Attempt any two (2) of the following questions:**

**(8 x 2) =16**

- Q No.3** Describe the communication process in detail. (8)
- Q No.4** What are listening problems? Suggest some techniques for effective listening. (4+4)
- Q No.5** Write an application to the Manager (HRM) Maroof Ali & Co. for the post of Stenographer. (8)