

**RAN-2308000601040005**
**F.Y.B.Com. (Sem. - I) Examination November - 2025**
**MDC - Business and Corporate English : Theory and Practice - I**
**Time: 2 Hours ]**
**[ Total Marks: 50**
**સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
Fill up strictly the above details on your answer book
- (2) All questions are compulsory.
- (3) Figures to right indicate marks.

**Seat No.:**

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Student's Signature

**Q.1. Answer all the following multiple-choice questions.**
**10**

- 1 Poor retention can be overcome by \_\_\_\_\_.  
A) noting main points B) maintaining eye contact  
C) hearing D) filtering
- 2 There would be no semantic barriers if \_\_\_\_\_.  
A) all people spoke the same language  
B) all people belonged to the same culture  
C) all people possessed good listening skills  
D) none of these
- 3 'Just listening to words is not enough.' a good listener also pays attention to \_\_\_\_\_.  
A) non-verbal cues of the speaker  
B) verbal cues of the speaker  
C) visual aids of the speaker  
D) qualifications of the speaker
- 4 Communication using words is \_\_\_\_\_.  
A) oral communication B) written communication  
C) verbal communication D) all of the above
- 5 For a meaningful communication, the sender needs to know \_\_\_\_\_.  
A) the audience B) the objective  
C) the language D) all of these
- 6 The word 'communication' is derived from the Latin word \_\_\_\_\_.  
A) communis B) community  
C) coordinate D) commune
- 7 Communication involves sending, receiving and \_\_\_\_\_ messages.  
A) involving B) processing  
C) interpretation D) exchanging
- 8 'Legal validity' is the advantage of \_\_\_\_\_.  
A) oral communication B) written communication  
C) verbal communication D) all of the above
- 9 Hierarchy in a company means \_\_\_\_\_.  
A) a panel for promotion B) graded levels of employees  
C) formula for calculation bonus D) top-level management

- 10 Information overload is a ——..  
A) barrier B) idea  
C) message D) paralanguage

Q.2. A Discuss the process of communication in detail. **14**

**OR**

Q.2. B What are the forms of communication? Discuss any two forms of communication in detail.

Q.3. A Discuss the characteristic of business communication. **14**

**OR**

Q.3 B Discuss physical barriers to effective communication and suggest suitable measures to overcome them.

**Q.4 Write short notes on the following topics. (ANY TWO) 12**

- 1 Process of listening.
  - 2 Write the purpose of listening and describe the barriers to effective listening.
  - 3 'Active listening is the best type of listening'. Discuss.
  - 4 How to listen effectively?
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