



**RAN-2408000602040003**

**B.Com. (NCF-NEP) (Sem.- II) Examination March - 2026**

### Multidisciplinary Course (MDC) (Paper - II)

## Business And Corporate English - Theory And Practice-II

**Time: 2 Hours ]**

**[ Total Marks: 50**

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| <p><b>સૂચના : / Instructions</b></p> <p>(1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.<br/>Fill up strictly the above details on your answer book</p> <p>(2) All questions are compulsory.</p> <p>(3) Figures to right indicate marks.</p> | <p><b>Seat No.:</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; margin: 2px;"></div> </div> <div style="border: 1px solid black; border-radius: 10px; height: 100px; margin-top: 10px; display: flex; align-items: center; justify-content: center;"> <p style="margin: 0;">Student's Signature</p> </div> |
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**Q.1. Choose the correct option from the following questions.**

10

1. The belief in the superiority of one's own race is known as \_\_\_\_\_.  
A. stereotype  
B. immigration  
C. ethnocentricism  
D. global village
2. \_\_\_\_\_ is a major drawback in upward communication.  
A. filtering  
B. faltering  
C. falling  
D. focusing
3. What is culture?  
A. set of attitudes  
B. set of values  
C. set of beliefs  
D. all of the above
4. \_\_\_\_\_ is an interconnection of various computer systems located at different place.  
A. a computer network  
B. microsoft word  
C. power-point presentation  
D. voice mail
5. In India, banks operate under the control and regulation of \_\_\_\_\_.  
A. private organization  
B. government body  
C. international body  
D. world health organization
6. Diagonal/ crosswise communication takes place among \_\_\_\_\_.  
A. manager/ directors  
B. workers/ supervisors  
C. sellers/ buyers  
D. management/ public
7. Video conferencing helps businesses by \_\_\_\_\_.  
A. increasing travel time  
B. lowering customer satisfaction  
C. reducing competition  
D. improving responses and feedback on products
8. System that can store volume of data is called \_\_\_\_\_.  
A. storage  
B. speed  
C. accuracy  
D. reliability

9. The grapevine is \_\_\_\_\_.  
A. a rumor mill                      B. downward communication  
C. upward communication          D. horizontal communication
10. \_\_\_\_\_ is the most recent type of visual aid used in oral presentation.  
A. photographs                      B. microphones  
C. power-point presentation       D. pie chart

**Q.2.** Define intercultural communication and discuss its impact of globalization. **14**

**OR**

Define Informal communication and discuss the function and characteristics of grapevine communication.

**Q.3.** Discuss computer technology and its recent concept in business. **14**

**OR**

Define oral presentation and discuss the importance of non verbal communication while presenting.

**Q.4.** Write an email to the manager of *PVP Mobiles and Electronics*, complaining about a faulty LED TV you received. **12**

**OR**

Create a presentation on any one soft drink of your choice.

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