

Ashvinbhai A. Patel Commerce College
Mid-Semester Examination- August -2012
B.Com –Semester III
Sub: Commercial Communication II

Date: 24th August,2012
Time: 1 Hour

Seat No:
Marks: 30

Q.1. [A] What are the three layers of personality? Explain in detail.

OR

[05]

According to Swami Vivekanand, What are the essential qualities for personality development?

Q.1. [B] Do as directed:

[05]

1. The functions of human minds are....[01]
 - a. Memory, deliberation, determination, 'I' consciousness
 - b. Experience, memory, imagination, undisciplined
 - c. Personality, capacity, deliberation, determination
 - d. 'I' consciousness, sub consciousness mind, memory, responsibility
2. Complete the sentence 'Faith in God come next.....'[01]
 - a. Only to faith in oneself
 - b. Only to faith in family
 - c. Only to faith in friends
 - d. Only to faith in success
3. Gross body is also known as ...[01]
 - a. Sharira
 - b. Sthula Sharira
 - c. Atman
4. Write meanings of the following:[02]
 - a. Infinite
 - b. Virtue

Q.2[A] "Wanted a Senior Accountant. The candidate should be a C.A or M.Com with eight year experience in accounts of a department of a limited company. Apply with complete Resume' to the Chairman, Roy Industry Limited, Bhuj **[10]**

Q.2 [B] Write any one short note:

[05]

1. Psycho- sociological Barriers to Communication
2. Semantic Barriers to Communication

Q.3. Match the following:

[05]

A

1. A dato
2. A Propose
3. A priori
4. De Facto
5. Debris

B

- in appropriate way
- from effect to cause
- actually
- from cause to effect
- from date
- Fragments
