1st SEMESTER BMS and BAF(Sem-1)

BUSINESS COMMUNICATION

Multiple choice Questions.

1.	The term "communis" derived fromword.
	a.Greek.
	b.Latin.
	c.Chinese.
	d.English.
2.	Communication meansinformation, feeling and thoughts, with others.
	a.To receive.
	b.Exchange of.
	c.Conveying.
	d.All the above.
3.	Grapevine communication is associated withcommunication.
	a.Formal
	b.Informal
	c. Horizontal
	d.Vertical.
4.	Lateral communication is between
	a. Superior and subordinate.
	b.Same cadre of personal.
	c.Subordinate and
	superior. d.Among all.
5.	Audio Visual communication
	combines a.Auditory only.
	b.Visual only.
	c.Both auditory & visual.
	d.Written.
6.	Communication problems otherwise known as
	a.Enquire.
	b.Barriers.
	c.Encoding.
	d.Decoding.
7.	Posters fall undercommunication.
	a.Oral.
	b.Visual.

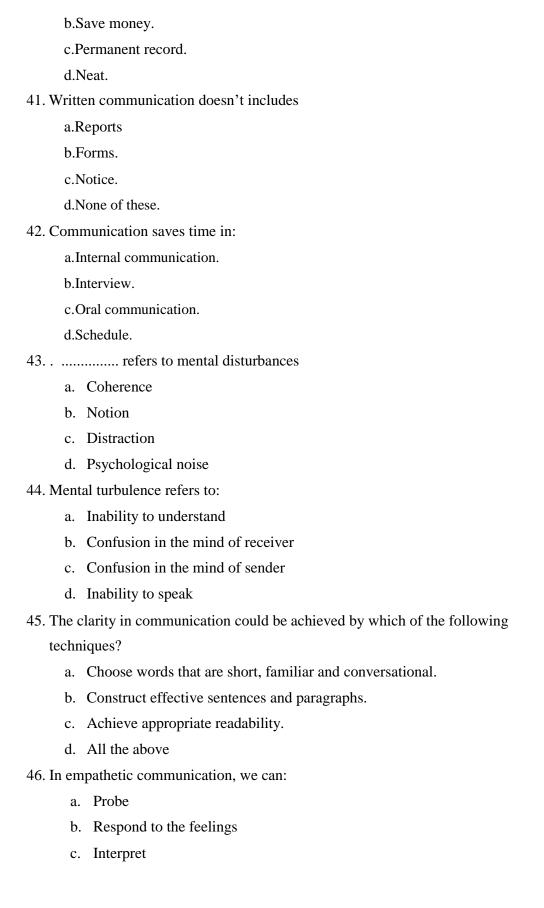
c.Written.
d.Spoken.
8. Informal communication is otherwise known as communication.
a.Grapevine.
b.Lateral.
c.Visual.
d.Horizontal.
9. Horizontal communication flows through
a.Face-to-face discussion.
b.Telephonic talk.
c.Periodical meeting.
d.All the above.
10. Gestural communication is a
a. Non-Verbal Message.
b.Direct conversation.
c.oral communication
d.Written.
11. Physical Barriers to communication are
a.Time and distance.
b.Interpretation of words.
c.Denotations.
d.Connotations.
12. Communication is derived from a Latin word "Communis" which means
a. Community
b. Share
c. Common
d. Marxist
13. Communication starts with:
a. Encoding
b. Sender
c. Channel
d. Feedback
14. The number of key elements in the communication process is :

- a. Five
- b. Six
- c. Seven
- d. Four
- 15. The two broad areas of communication are:
 - a. Oral and written communication
 - b. Verbal and written communication
 - c. Verbal and non-verbal communication
 - d. Oral and non-verbal communication
- 16. Which of the following combination is /are example/s of oral communication?
 - a. Meetings, memos and presentations
 - b. Meetings, memos and performance reviews
 - c. Meetings, presentations and performance reviews
 - d. All the above
- 17. Which of the following combination is /are example/s of written communication?
 - a. Letters and voicemail
 - b. Reports and email
 - c. Circulars and voicemail
 - d. All the above.
- 18. Orders and directives are the example of:
 - a. Downward communication
 - b. Upward communication
 - c. Diagonal communication
 - d. Horizontal communication
- 19. Communication between HR manager and salesman is an example of:
 - a. Horizontal communication
 - b. Lateral communication
 - c. Diagonal communication
 - d. Vertical communication
- 20. Diagonal communication is also known as:
 - a. Cross ward communication
 - b. Horizontal communication
 - c. Vertical communication

- d. Any of the above
- 21. Communication between HR manager and Finance manager is an example of:
 - a. Downward communication
 - b. Upward communication
 - c. Diagonal communication
 - d. Horizontal communication
- 22. Down ward communication and Upward communication are:
 - a. Vertical communication
 - b. Horizontal communication
 - c. Diagonal communication
 - d. None of these
- 23. Placement of purchase order to supplier of material is ----- communication.
 - a. Vertical communication
 - b. Horizontal communication
 - c. Internal communication
 - d. External communication
- 24. Receiving a sales order is an example of:
 - a. Vertical communication
 - b. Horizontal communication
 - c. Internal communication
 - d. External communication
- 25. ----- Communication can be inward or outward:
 - a. Vertical communication
 - b. Horizontal communication
 - c. Internal communication
 - d. External communication
- 26. Functional coordination is one important reason for communicating with:
 - a. Superiors
 - b. Peers
 - c. Subordinates
 - d. Employees' unions
- 27. Communication with superiors involves:
 - a. Directions

- b. Orders
- c. Complaints
- d. Instructions
- 28. Listening has been identified as one of the "seven habits of highly effective people" by:
 - a. Lundsteen
 - b. Stephen Covey
 - c. Lee Iacocca
 - d. Tom Peters
- 29. The most basic type of listening is known as:
 - a. Discriminative listening
 - b. Comprehension listening
 - c. Appreciative listening
 - d. Evaluative listening
- 30. Dialogic listening is also known as:
 - a. Empathetic listening
 - b. Therapeutic listening
 - c. Relational listening
 - d. Active listening
- 31. Readability is determined mainly by :
 - a. Punctuation
 - b. Length of words
 - c. Active and passive voice
 - d. Spelling
- 32. FOGINDEX is used to measure:
 - a. Clarity of message
 - b. Courtesy of message
 - c. Readability of message
 - d. All the above.
- 33. A message may be understood by an average educated person, if FOGINDEX is:
 - a. More than 15
 - b. Less than 15
 - c. Negative

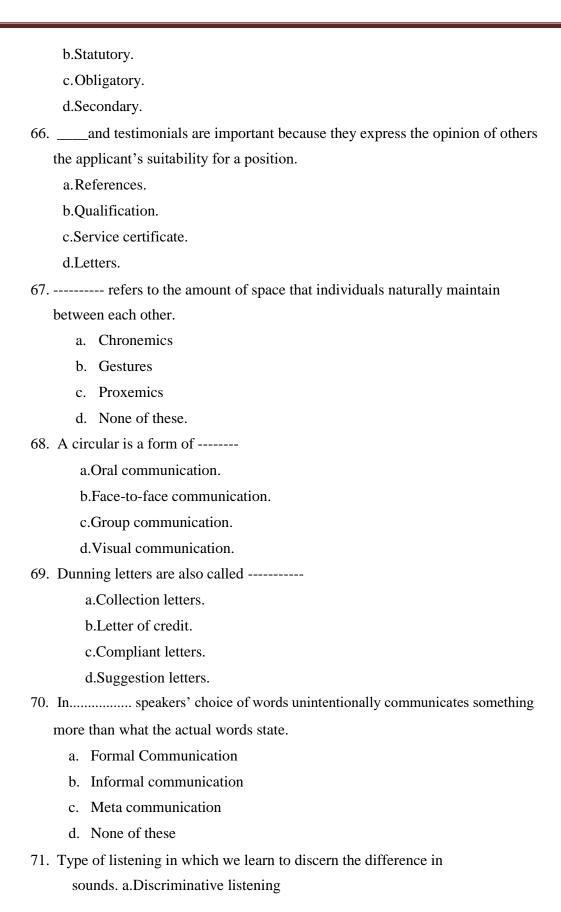
d. Zero
34. Communication is a
a.one way process
b.Two way process
c.Three way process.
d.four way process
35. The main objective of communication
is: a.Information and persuasion.
b.Skill and personality development.
c.Control and management.
d.Need.
36. The downward communication flow
from a.A subordinate to a superior.
b.A subordinate to a subordinate.
c.A superior to a superior.
d.A superior to a subordinate.
37. Gossip and rumour are part of
communication. a.Formal.
b.Informal.
c.Horizontal.
d.Vertical.
38. Examples of oral communication
a.Letter.
b.E-mail.
c.Telephone.
d.Fax.
39. Which one is an effective audio-visual
communication. a.Cinema.
b.Television.
c.Drama
d.All the above.
40. Advantage of written
communication a.Save time.



d. advice
47. Conciseness of message refers to:
a. Crispness
b. Comprehensiveness
c. Specificity
d. Brevity
48. Errors in language, grammar or visual representation of facts take away:
a. Clarity
b. Correctness
c. Crispness
d. Conciseness
49 is the process of exchanging messages between a seller and a customer.
a. Organisational communication
b. Business Communication
c. Managerial communication
d. Professional communication
50. Listening, reading, speaking and writing are all types of:
a. Communication skills.
b. Emotional barriers.
c. Evaluation techniques.
d. Nonverbal communication.
51. Communication barriers are;
a. A receiver's response to a message.
b. Avenues through which messages are delivered.
c. Obstacles that interfere with the understanding of a message.
d. The circumstances under which communication takes place.
52. All of the following are examples of verbal communication <u>EXCEPT</u> :
a. Email
b. symbols
c. Telephone calls
d. Text messaging

53is	s the wordless form of communication which takes the form of postures,
body language ,facial expressions, eye contacts, tension, breathing and tones etc.	
a. Ve	erbal communication
b. Ga	urbage communication
c. Inf	formal communication
d. No	on-Verbal communication
54. According	g to Richard Fitch, in communication process 90% belongs to
a. Fo	rmal communication
b. No	on-verbal communication
c. Int	formal communication
d. Or	ral communication
55 ı	means the position in which you hold your body when standing or sitting.
a. Ge	stures
b. Po	ostures
c. Par	ralanguage
d. Pro	oxemics
56. According	to Proxemics (space language), zones are classified into categories
a. 3	
b. 4	
c. 5	
d. 6	
57. The keys	to write a successful resume are:
a. To	o long, verbose descriptions and over confident tone
b. "Y	ou" attitude, focus on your audience and think about prospective
em	ployers need
c. No	one of the above
d. All	I of the above
58. While giv	ing an interview, be in your salary expectations.
a. M	odest
b. Un	realistic
c. Re	alistic
d. No	one of the above
59. An inform	nal report is usually in the form of acommunication.

	a.Person to person
	b.Prescribed form.
	c.Regular intervals.
	d.Authoritative.
60.	List of items to be discussed and decided in a meeting is called as
	a.Resolution.
	b.Minutes.
	c.Invoice.
	d.Agenda
61.	An Agenda prepared in connection with
	a. Meeting.
	b.Business tours.
	c.Exhibition.
	d.Personal notes.
62.	is a communication which contains the decision of the meeting.
	a. Amendment.
	b.Resolution.
	c.Debate.
	d.Minutes.
63.	A report prepared in a prescribed form and presented according to an
	established procedure isreport
	a.Formal.
	b.Informal.
	c.Statutory.
	d.General.
64.	is done by drawing a list of the items of business to be transacted at
	the meeting.
	a. Minutes.
	b.Resolution.
	c.Invitation.
	d.Agenda.
65.	The minute books are thebook of the company.
	a. Subsidiary.



$MCQs\text{-}Business\ Communication$

b.B	iased listening
c. E	valuative listening
d. A	appreciative listening
72. In	, the receiver holds preconceived notions, which shape the way a
receive	er decodes the sender's message.
a.	Discriminative listening
b.	Biased listening
c.	Evaluative listening
d.	Appreciative listening
73is	also referred to as critical/judgmental listening
a.	Discriminative listening
b.	Biased listening
c.	Evaluative listening
d.	Appreciative listening
74	takes place when you listen to only those things that you want to
hear or	to those that you interested
a.	Discriminative listening
b.	Biased listening
c.	Selective Listening
d.	Appreciative listening
75. In	form of communication, a subordinate is permitted to
comm	unicate with the boss of his boss.
a.	Chain
b.	Circular
c.	Inverted V
d.	Wheel
76	Involves how we arrange personal space and what we arrange in it
a. I	Kinesics
b. I	Proxemics
c. 7	Time language
d. I	Paralanguage
77	is the study of body physical movements.

a.	Kinesics
b.	Proxemics
c.	Time language
d.	Paralanguage
78. It inv	volves how we say something in different pitch, tone and voice modulation
such	as slow or fast.
a.	Kinesics
b.	Proxemics
c.	Time language
d.	Paralanguage
79	are our body parts especially arms, legs, hands and head convey
mear	ning.
a.	Gestures
b.	Proxemics
c.	Time language
	Paralanguage
80. Smal	l cards that contain the important points of presentation is known as:
a.	
b.	Cue-cards
c.	Attention grabbers
d.	None of these
81. Diffe	rent components of the presentation that attract the attention of audience are:
a.	Hand-outs
b.	Cue-cards
c.	Attention grabbers
d.	None of these
82. Mate	rials distributed to the audience to supplement the contents of the
presentation is:	
a.	Hand-outs

b. Cue-cards

c.	Attention grabbers
d.	None of these
83. Which	n of the following is / are 7 Cs of presentation?
a.	Clarity
b.	Conciseness
c.	Candidness
d.	All the above
84. Which	n of the following is /are not 7Cs of presentation?
a.	Clarity
b.	Consideration
c.	Concreteness
d.	Collectiveness
85. Our p	purpose in a presentation is to convince your listeners to accept
your p	proposal
a.	Informative
b.	Persuasive
c.	Image building
d.	Multipurpose
86. Our p	urpose in a presentation is to move your audience to take
your s	suggested action.
a.	Informative
b.	Persuasive
c.	Image building
d.	Decision making
87	in communication increases credibility of the sender of message
a.	Clarity
b.	Correctness
c.	Concreteness
d.	Consideration
88	presentations include talks, seminars, proposals, workshops, conferences,
and n	neetings the presenter or presenters share their expertise, and information is
excha	nged.
a.	Informative

b. Persuasive c. Image building d. Decision making 89. Evaluation Parameters of Group discussion includes: a. Personality b. Communication c. Leadership d. All the above 90. -----is a systematic oral exchange of information, views and opinions about a topic, issue, problem or situation among members of a group who share certain common objectives. a. Presentation b. Group discussion c. Group interview d. All of these 91. A..... focuses on your skills and experience, rather than on your chronological work history a. Functional resume b. Mini resume c. Combination resume d. Chronological resume 92. A ----- Starts by listing your work history, with the most recent position listed first. a. Functional resume b. Mini resume c. Combination resume

d. Chronological resume

93. Curriculum vitae is known as-

a. Personal profile

d. All the above

b. Personal data sheetc. Qualification sheet

94 are used by an organisation as a means of having written records of		
established practices such as instructions on how to undertake specific tasks		
and work policies.		
a. Manuals		
b. Memos		
c. Letters		
d. All the above		
95 are usually the least formal method of written communication within the		
workplace and will usually include various notices or information relating to		
welfare and safety issues;		
a. Manuals		
b. Memos		
c. Letters		
d. Circulars		
96 is also known as Non-directed interview.		
a. Structured		
b. Unstructured		
c. Depth		
d. Exit		
97. Formal Interview is also known as		
a. Planned interview		
b. Unstructured interview		
c. Group interview		
d. None of these		
98. A letter should be organized like sales letter		
a. Resume		
b. Curriculum vitae		
c. Application letter		
d. All the above		
99. Ais also known as a 'cover letter'		
a. Resume		
b. Curriculum vitae		
c. Application letter		

	d.	Sales letter
100.		is a document sent with your resume to provide
ac	dditi	onal information on your skills and experience.
	a.	Hand-outs
	b.	Curriculum vitae
	c.	Application letter
	d.	Sales letter
101.		A synopsis of the most relevant professional experiences you have for
th	e pa	articular job for which you are applying.
	a.	Resume
	b.	Curriculum vitae
	c.	Application letter
	d.	Hand-outs
		A summary of your educational and academic backgrounds as well as ing and research experience, publications, presentations, awards, honours and ations.
	a.	Resume
	b.	Curriculum vitae
	c.	Application letter
	d.	Hand-outs
103.		is an assigned communication for a purpose and for specific
re	ceiv	ver or reader.
	a.	Report
	b.	Memos
	c.	Letters
	d.	Circulars
104.		Business Letters that please the receiver are called
	a.	Good news letter
	b.	Praising letter
	c.	Routine letter
	d.	All the above.

105. The business letter that neither please nor displease the receiver, but are received with interest are known as a. Good news letter b. Praising letter c. Routine letter d. All the above. 106. The word "memo" is a short form for: a. Memory b. Memorizing Memorandum d. Members order 107. Memo is derived from a Latin word which means: a. A thing which must be remembered b. A thing which must be memorized c. A thing which must be written d. A thing which must be communicated 108. One characteristic of a memo is: a. Formal b. Tool for external communication c. Concise d. Pretentious 109. All the following are principles of business letter writing, except: a. Consideration b. Correctness

Which of the following is not a compulsory part of a business letter?

The quality of a report is determined mainly by:

c. Concisenessd. Concurrency

a. Salutation

c. Attention line

a. The language of the report

b. Close

d. Body

110.

111.

- b. The visual aspects
- c. The length of the report
- d. The accuracy of the data
- 112. A resume summarizes the following:
 - a. Strengths and weaknesses
 - b. Personality
 - c. Education and experience
 - d. Hobbies
- 113. Which of the following is characteristic of a chronological resume?
 - a. Appropriate for experienced candidates
 - b. Mentions most recent job or qualification first
 - c. Appropriate when education and experience are unrelated to the job applied for
 - d. Both a & b
- 114. The main purpose of a group discussion is to measure:
 - a. Knowledge
 - b. Personality
 - c. Group communication skills
 - d. Leadership skills
- 115. The primary role of a moderator is to:
 - a. Facilitate the smooth functioning of the GD
 - b. Keep track of time
 - c. Announce the GD topic
 - d. Interfere during the GD
- 116. Arriving ahead of time for a meeting is an example of :
 - a. Feedback
 - b. body language
 - c. Non-verbal communication
 - d. Verbal communication
- 117. The message sent is not always the same as the meaning attached to the message. This is because of the:
 - a. Wrong sender
 - b. Wrong medium

- c. Faulty message
- d. Inaccurate decoding
- 118. Wrong decoding means:
 - a. Badly worded message
 - b. Message sent to wrong receiver
 - c. Interpreted meaning is different from intended message
 - d. Message sent by wrong sender
- 119. Consideration in a business letter means:
 - a. Stressing the "me" attitude
 - b. Using first person pronouns
 - c. Stressing the "you" attitude
 - d. Appealing to the sender's interest
- 120. The resume should be written before the job application letter because:
 - a. The resume is seen first
 - b. The resume helps to decide what to highlight in the letter
 - c. The resume is more important than the letter
 - d. Most employers do not read application letters
- 121. A GD is highly structured because:
 - a. It is coordinated by a moderator
 - b. It measures group communication skills
 - c. Members have to listen to the views of others
 - d. The topic, time and number of participants are all decided in advance
- 122. Which of the following indicates the correct sequence of the elements of communication in the communication process?
 - a. Sender, Receiver, Channel, Message, Feedback
 - b. Receiver, Feedback, Sender, Message, Channel
 - c. Sender, Channel, Message, feedback, Receiver
 - d. Sender, Message, Channel, Receiver, Feedback
- 123. Which of the following is/are barriers of listening?
 - a. Sluggishness
 - b. Premature evaluation
 - c. External distractions
 - d. All of these.

124.	listening occurs when you go beyond what is being said and try
to	fathom what is not being said.
	a. Deep
	b. Passive
	c. Full
	d. Discriminative
125.	Four essential elements of good listening process are:
	a. Attention, Hear, Understand, Respond
	b. Attention, Hear, Understand, Remember
	c. Accept, Hear, Update, Remember
	d. Adopt, Hear, Understand, Respond
126.	An important function of listening is to build a rapport with
an	other person
	a. Deep listening
	b. False listening
	c. Relationship listening
	d. None of these.
127.	"The concept the individual has of himself as a physical, social and spiritual
or	moral being" is:
	a. Self esteem
	b. Self perception
	c. Self concept
	d. Stereo typing
128.	is a person's belief about his' or her chances of
suc	ccessfully accomplishing a specific task.
	a. Self esteem
	b. Self perception
	c. Self concept
	d. Self Efficacy
129.	Which of the following is not a component of attitude?
	a. Affective
	b. Cognitive
	c. Openness

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	d. Intentional
130.	Communication meant for changing the attitude of others is known as
- 0	communication.
	a. Directive
	b. Mass
	c. Persuasive
	d. All the above.
131.	Chronemics is also known as language.
	a. Space
	b. Time
	c. Body
	d. Eye
132.	is the interpretation of sensory data so as to gather meaningful ideas.
	a. Sensation
	b. Retention
	c. Perception
	d. Cognition
133.	Transactional analysis (TA) was developed by:
	a. Elton Mayo
	b. Weber
	c. Maslow
	d. Eric Berne
134.	Means how our voice stress, pause, sigh etc.communicates.
	a. Paralanguage
	b. Body language
	c. Gestures
	d. Proxemics
135.	tells how our body communicates.
	a. Paralanguage
	b. Kinesics
	c. Chronemics
	d. Proxemics
136.	is talking to oneself in one's own mind such as soliloquies, asides in
dr	amatic work etc.

- a. Dialogue b. Interpersonal communication c. Intrapersonal communication d. Unilateral communication. ----is exchange of messages between two persons such as conversation, dialogue, interview etc. a. Soliloquies b. Interpersonal communication c. Intrapersonal communication d. Mass communication. Class room teaching and directors meeting are the examples of: a. Mass communication b. Intrapersonal communication c. Group communication d. All of these. Communication through news papers and television are known as: a. Group communication b. Interpersonal communication c. Mass communication d. None of these. In -----speakers' choice of words unintentionally communicates something more than what the actual words state. a. Unintended communication b. Meta communication c. Active communication d. Fathom communication ----- communication refers to the communication between a superior and a subordinate through scalar chain. a. Wheel communication
- 142. In ----- form of communication, all the subordinates of a superior talk to one another through his medium and the superior works as a hub.
 - a. Wheel communication

b. Chain communication

c. Circular communication

d. Free flow communication.

137.

138.

139.

140.

141.

143.

144.

145.

146.

147.

148.

a. Cover letter

b. Chain communication c. Circular communication d. Free flow communication. This communication takes place among the members of a group where every member of a group can communicate with the nearest two members. a. Wheel communication b. Chain communication c. Circular communication d. Free flow communication. In ----- form of communication, a subordinate is permitted to communicate with the boss of his boss. a. Wheel b. Chain c. Circular d. Inverted "V" Any letter designed and directed to the exchange of information connected with trade and trade related activities is known as: a. Business Report b. Business enquiry c. Business letter d. Business memos Which of the following is not a type of business letter? a. Business enquiry b. Sales letter c. Quotations d. Reference letter. Which of the following is/are business letters? a. Refusal letter b. Customer relation letter c. Order status letter d. All of these.

Comparing to resume,----- is more academic oriented.

b. Interview c. Curriculum Vitae d. Bio-data 149. ----is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts. a. Memo b. Notice c. Circular d. Publicity 150. In ----- layout of letter, every line begins at left margin and thus makes each paragraph look like a distinct block of message. a. Full block b. Semi-block c. Simplified d. All the above. 151. The purpose of a ----- is to help the management identify the reasons underlying a situation that management already know. a. Report b. Memos c. Letters d. Circulars 152. Which of the following is /are element of body of a business report? a. Glossary b. Cover letter c. Recommendation d. Executive summery 153. Which of the following is not an element of front matters of business report? a. Introduction b. Cover letter c. Acknowledgement

154. Which of the following is not an element of back matters of business report?

d. Table of contents

a. Appendix
b. List of references
c. Bibliography
d. Conclusion
155. Which of the following is not a basic part of report?
a. Introduction
b. Discussion
c. Executive summery
d. Glossary
156. Which of the following is a basic part of report?
a. Cover
b. Recommendation
c. Title page
d. Glossary
157 indicates the hierarchy of topics and their sequences.
a. Appendix
b. List of references
c. Bibliography
d. Table of contents
158. A includes rules for forming compound words, abbreviating
technical terms, and writing unusual or difficult words
a. Appendix
b. List of references
c. Bibliography
d. Glossary
159. Which is NOT one of the three purposes for giving oral presentations?
a. To persuade
b. To debate
c. To build goodwill
d. To inform
160. Denotations and Connotations are barriers in
communication process.
a. Physical barriers

- b. Semantic barriers
- c. Encoding barriers
- d. Technical barriers

Answers.

Q.No	answer	Q.No	answer	Q.No	answer	Q.No	answer
1	b	41	d	81	С	121	d
2	b	42	d	82	а	122	d
3	b	43	С	83	d	123	d
4	b	44	b	84	d	124	а
5	С	45	d	85	С	125	b
6	b	46	b	86	b	126	С
7	b	47	d	87	С	127	С
8	а	48	b	88	а	128	d
9	d	49	b	89	d	129	С
10	а	50	а	90	b	130	С
11	а	51	С	91	а	131	b
12	b	52	b	92	d	132	С
13	b	53	d	93	d	133	d
14	а	54	b	94	а	134	а
15	С	55	b	95	а	135	b
16	С	56	b	96	b	136	С
17	b	57	b	97	а	137	b
18	а	58	а	98	С	138	С
19	С	59	а	99	С	139	С
20	а	60	d	100	b	140	b
21	d	61	а	101	а	141	b
22	а	62	d	102	b	142	а
23	d	63	а	103	а	143	С
24	d	64	d	104	b	144	d
25	d	65	b	105	С	145	С
26	b	66	а	106	С	146	d
27	С	67	С	107	а	147	d
28	b	68	С	108	а	148	С
29	а	69	а	109	d	149	С

30 d 70 c 110 b 150 31 b 71 a 111 d 151 32 c 72 b 112 c 152 33 b 73 c 113 d 153	a a c
32 c 72 b 112 c 152	С
33 b 73 c 113 d 153	а
34 b 74 d 114 c 154	d
35 a 75 c 115 a 155	d
36 a 76 b 116 c 156	b
37 b 77 a 117 d 157	d
38 c 78 d 118 c 158	d
39 d 79 a 119 c 159	b
40 c 80 a 120 c 160	b

Q.No		Q.No	Answer	Q.No	Answer	Q.No	Answer
1		41		81		121	
2		42		82		122	
3	,	43	,	83		123	
4		44		84		124	
5		45		85		125	
6		46		86		126	
7		47		87		127	
8		48		88		128	
9		49		89		129	
10	,	50	,	90		130	
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17		57		97		137	
18		58		98		138	
19		59		99		139	

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21	61	101	141	
22	62	102	142	
23	63	103	143	
24	64	104	144	
25	65	105	145	
26	66	106	146	
27	67	107	147	
28	68	108	148	
29	69	109	149	
30	70	110	150	
31	71	111	151	
32	72	112	152	
33	73	113	153	
34	74	114	154	
35	75	115	155	
36	76	116	156	
37	77	117	157	
38	78	118	158	
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40	80	120	160	