

# FYBCOM

Academic year 2021-22

Subject – Business communication

Semester I - Multiple Choice Questions

## Unit 1: Theory of communication

### 1. Concept of communication

- 1) The process of transmitting coded message from sender to receiver is called -----.  
a) Encoding      b) Decoding      c) Feedback      d) Communication
- 2) The English word communication is derived from ----- language.  
a) Latin              b) French              c) English              d) Hindi
- 3) 'Communis' means to -----.  
a) Look back      b) To make known      c) To make common      d) To set aside
- 4) There are two participants in the process of communication -----.  
a) Stranger and Enemy      b) Encoding and Decoding      c) Sender and Receiver      d) Medium and Message
- 5) The main aim of communication is to get an -----response from the receiver.  
a) Understanding      b) No reply      c) No question      d) Answer
- 6) -----is the WHO of the communication process.  
a) The Sender      b) The receiver      c) The medium      d) The message
- 7) -----is the WHAT of the communication process.  
a) The Sender      b) The receiver      c) The medium      d) The message

- 8) -----is the person or group of persons to WHOM the message is directed.  
a) The Sender b) The receiver c) The medium d) The message
- 9) -----feedback indicates to the sender that message has been understood by the receiver.  
a) Positive b) Negative c) Slow d) Quick
- 10) -----sends feedback to the sender.  
a) The receiver b) Message c) Medium d) Barrier
- 11) Communication helps people to -----  
a) Interact b) Encoding c) Present d) Detract their ideas
- 12) Barriers mean -----  
a) To enhance b) To obstruct c) To preserve d) To react
- 13) -----is converting your ideas into message.  
a) Decoding b) Listening c) Encoding d) Observing
- 14) ---is the source of the message .The communication process begins with him.  
a) The Sender b) The receiver c) The medium d) The message
- 15) In case of interpersonal communication -----is quick as the sender is able to observe the responses /reactions.  
a) The feedback b) The receiver c) The medium d) The message

## **2. Impact of Technology Enabled Communication -**

- 16) Internet was originally started by -----.  
a) Bill Gates b) Steve Jobs c) Mark Zuckerberg d) US army

17) -----is an Application that permits user to enjoy texting service over the internet and this application is created by Brian Action in 2009.

- a) WhatsApp b) Facebook c) Blog d) Twitter

18) -----is an online website that allows user to connect with people to build a social circle.

This online website is created by Mark Zuckerberg in 2004.

- a) WhatsApp b) Facebook c) Blog d) Twitter

19) The word -----is an acronym for Modular Object –Oriented Dynamic Learning Environment, which is mostly useful for programmers and education theorists .It is an E –Learning tool.

- a) WhatsApp b) Facebook c) MOODLE d) Twitter

20) ----is an online correspondence system. It is similar to a normal mail but e-Mail address is required for sending mail.

- a) E-Mail b) Facebook c) Blog d) Twitter

21) A ----is a popular name for the term weblog, a site published on the World Wide Web with entries or “posts “related to a given topic?

- a) E-Mail b) Facebook c) Blog d) Twitter

### **3. Communication at Work Place –**

#### **Channels of Communication**

22) Messages go out of an organization to customers, suppliers, banks, insurance companies, government department, the mass media and general public, this is called as -----

external channel of communication.

- a) Outward b) Inward c) Formal d) Informal

- 23) Organization receives messages from t customers, suppliers, banks, insurance companies, government department, the mass media and general public, this is called as ----- external channel of communication.
- a) Outward b) Inward c) Formal d) Informal
- 24) The flow of communication within the organization among its employees is called ----- channel of communication.
- a) Outward b) Inward c) External d) Internal
- 25) -----communication is the authority based communication, it is official and flows through the line of authority.
- a) External b) Inward c) Formal d) Informal
- 26) The downward and upward movement of communication are collectively known as ----- --communication.
- a) Vertical b) Horizontal c) Diagonal d) Grapevine
- 27) Communication which moves from higher level to lower level, from manager to supervisor is ---- communication.
- a) Downward b) Horizontal c) Diagonal d) Grapevine
- 28) Meetings, seminars and E-mails are some modes of -----channels of communication.
- a) Downward b) Horizontal c) Diagonal d) Grapevine
- 29) Communication between two directors of the company is -----channel of communication.
- a) Downward b) Horizontal c) Diagonal d) Grapevine
- 30) -----channl of communication demands complete obedience and ensures disciplined and orderly implementation of orders.
- a) Downward b) Horizontal c) Diagonal d) Grapevine

31) Open door policy, counselling, complaints, exit interview and suggestion scheme are some of the common modes of -----channel of communication.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

32) -----channel of communication brings better coordination, builds team spirit and ensures faster implementation of decision.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

33) Most organizations follow ----channel of communication – a healthy mix of downward and upward channel of communication.

- a) Vertical b) Horizontal c) Diagonal d) Grapevine

34) -----channel may create doubts about superior accountability and cooperation.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

35) ----channel of communication travels the fastest and readily believable.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

36) Communication which moves from lower level to higher level, from supervisor to manager is ---- communication.

- a) Downward b) Horizontal c) Upward d) Grapevine

37) Communication which takes place between people of equal or almost equal status in an organization is ---- communication.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

38) -----also called Consensus or Participative Management.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

39) -----is the agreement of opinions between people or groups of people from different levels in the organization.

- a) Downward b) Horizontal c) Consensus d) Grapevine

40) -----refers to decisions taken jointly in the interest of the organization.

- a) Downward b) Horizontal c) Consensus d) Grapevine

41) -----may be defined as a channel of communication which is unorganized, unofficial and sometimes even secret.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

42) -----communication is necessary for the coordination of diverse organizational functions.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

43) A progressive organization will make use of -----channel of communication.

- a) Downward b) Horizontal c) Upward d) Grapevine

44) Suggestion scheme encourages -----communication.

- a) Downward b) Horizontal c) Diagonal d) Grapevine

### **Methods of Communication and Business Etiquette**

45) Communication that takes place with the help of words or language is -----communication.

- a) Verbal b) Nonverbal c) Visual d) Audio visual

46) Communication that takes place with the help of spoken words is -----communication.

- a) Oral b) Nonverbal c) Visual d) Body language

47) Communication that takes place with the help of written words is -----communication.

- a) Oral b) Nonverbal c) Written d) Body language

48) Communication that takes place without the help of colour is -----communication.

- a) Verbal b) Nonverbal c) Visual d) Oral

49) ----- is type of oral communication.

- a) Paralanguage b) Public speaking c) Haptics d) chart

50) From a study of our -----, we can judge the speaker's true feelings or intentions during the interaction.

- a) Verbal b) Nonverbal c) Visual communication d) Body movements

51) ----- is vital part of communication, it includes facial expressions, eye contact, gestures, postures and even dress and grooming.

- a) Verbal b) Audio visual c) Visual d) Body language

52) ----- is an example of nonverbal communication.

- a) TV b) Body language c) Singing d) Tele conferencing

53) A ----- is an action of the hand, head or body, which conveys a message.

- a) Verbal b) Posture c) Gesture d) Grooming

54) ----- is an important part of body language, it means the manner in which we carry ourselves i.e. the way we walk ,sit and stand .

- a) Verbal b) Nonverbal c) Posture d) Body language

55) The ----- we wear and the level of our grooming play an important role in giving people an impression about us.

- a) Verbal b) colour c) Clothes d) Body language

56) -----includes pitch, volume, intonation and such nonverbal elements of communication which modify meaning and convey emotion.

- a) Verbal   b) Nonverbal   c) Visual   d) Para language

57) -----are combination of verbal and nonverbal factors, because they consists of pictures as well as words.

- a) Posters   b) Para language   c) Postures   d) Body language

58) -----can be called the language of space.

- a) Posters   b) Proxemics   c) Postures   d) Body language

59) -----communication has legal value as it is recorded and official.

- a) Oral   b) Nonverbal   c) Written   d) Person to Person

60) -----is the use of language appropriate to the occasion.

- a) Stress   b) Register   c) Tone   d) Body language

61) -----is the way we raise the frequency of our voice while speaking.

- a) Stress   b) Register   c) Accent   d) Pitch

62) ----is the combination of raised and lowered voice used for additional meaning.

- a) Stress   b) Register   c) Tone   d) Accent

63) -----is type of written communication.

- a) Colour   b) Letter   c) Speeches   d) Body language

64) -----is type of Person to Person communication.

- a) Colour   b) Letter   c) Interview   d) Body language



65) -----is the study of how physical contact or touch is used to communicate the ideas and feelings.

- a) Posters   b) Etiquette   c) Postures   d) Haptic

66) -----is a standard of professional conduct and interaction that is meant to make people feel comfortable.

- a) Posters   b) Etiquette   c) Postures   d) Body language

#### 4. Business Ethics -

67) ----is a set of moral principles, which guides the code of conduct and behavior of individuals as well as groups in society.

- a) Posters   b) Etiquette   c) Postures   d) Ethics

68) -----ethics is primarily concerned with the rules of business conduct.

- a) Business   b) Personal   c) Commerce   d) Computer

69) -----ethic is a set of moral principles that regulate the use of computers.

- a) Business   b) Personal   c) Commerce   d) Computers

70) --- is a system which break into other people's computer resources and bypass the authorization which is unethical.

- a) Hacking   b) Reading   c) Virus   d) Privacy

71) -----is considered to be one of the biggest cyber-crime in the world today.

- a) Facebook   b) Identity theft   c) Internet   d) Blogging

72) Business ethics is primarily concerned with the rules of business ---.

- a) Behavior   b) Conduct   c) Studies   d) Organization

73) Corporate Social Responsibility movement began in the -----.

- a) 1940s   b) 1920s   c) 1960s   d) 1970s

74) Exploitation of the host country is the violation of -----.

- a) Computer ethics b) Digital ethics c) International business ethics d) Workplace ethics

75) Media ethics overlap with ----.

- a) Computer ethics b) Digital ethics c) International business ethics d) Workplace ethics

76) -----deals with the operation of the media, including broadcast media, film, print media and the internet.

- a) Computer ethics b) Media ethics c) International business ethics d) Workplace ethics

#### **5. Problems in Communication /Barriers to Communication -**

77) Any type of hindrance or obstacle to effective communication is called as -----to communication.

- a) Barriers b) Feedback c) Channel d) Method

78) Any type of obstacle that is present in our physical environment is called as -----barrier.

- a) Physical b) language c) Psychological d) Cultural

79) -----is a physical barrier.

- a) Listening b) Closed mind c) Allness d) Time and distance

80) Language barrier is also called as -----barrier.

- a) Physical b) Semantic c) Psychological d) Cultural

81) For effective translation, one must know well the -----.

- a) English b) Hindi c) Both source and target language d) only source language

82) Obstacle means -----.

- a) Translation b) Hindrance c) Experience d) Socio –psychological

83) Allness and closed mind are -----barrier.

- a) Physical b) Semantic c) Psychological d) Cultural

84) ---barriers are created in the mind of communicators.

- a) Physical b) Semantic c) Psychological d) Cultural

85) Use of slang is -----barrier.

- a) Physical b) language c) Psychological d) Cultural

86) Concept of Value system is -----barrier.

- a) Physical b) Semantic c) psychological d) cross cultural

87) Resistance to change is -----barrier.

- a) Physical b) Semantic c) Psychological d) Cross cultural

88) Cultural differences between people from different countries are cause of ---- barrier.

- a) Physical b) Semantic c) Psychological d) Cross cultural

89) ---is the complex system of values, traits, morals and custom shared by a society.

- a) Culture b) Food c) Festivals d) colour

90) Ethnocentrism is ---barrier.

- a) Physical b) Semantic c) Psychological d) Cross cultural

91) When people draw quick reactions without focusing on the message in detail, their reactions are said to be ----reactions.

- a) Snap b) Slanting c) Halo effect d) Abstraction

92) Positive and negative emotions of communicators act as ----barrier.

- a) Physical b) Semantic c) Psychological d) Cross cultural

93) ----is the tendency to evaluate the speaker on the basis of past experience.

- a) Snap b) Slanting c) Halo effect d) Abstraction

94) The tendency to take extreme positions and avoid the middle ground results in -----.

- a) Snap b) Slanting c) Halo effect d) Polarization

95) There are people who believe that they know everything, no matter how limited their experience .These people show -----.

- a) Allness of mind b) Slanting c) Halo effect d) Abstraction

96) Faulty translation is ----barrier.

- a) Physical b) Semantic c) Psychological d) Cross cultural

97) ----is the image we have of ourselves.

- a) Self-image b) Slanting c) Halo effect d) Abstraction

98) ----is a way of looking at reality. It is person specific.

- a) Perception b) Slanting c) Halo effect d) Abstraction

99) -----arises from the unfounded belief that some people have about their superiority over other races.

- a) Ethnocentrism b) Slanting c) Halo effect d) Abstraction

- 100) ----is the specialized vocabulary used by people.  
a) Jargon b) Slanting c) Halo effect d) Abstraction
- 101) Not willing to change from one's perspective is called ----.  
a) Resistance to change b) Slanting c) Halo effect d) Abstraction
- 102) Judging a person on the basis of past experience is called -----effect.  
a) Snap b) Slanting c) Halo effect d) Abstraction

## 6. Listening -

- 103) Listening is ----activity and hearing is physical activity.  
a) External b) Individual c) Personal d) mental
- 104) Perception of sound, interpretation, evaluation and action are the four stages of the process of -----.  
a) Communication b) Hearing c) listening d) Suggestion scheme
- 105) -----is defined as a skill involving conscious effort in following what is spoken ,in recognizing the main points and making sure that they are understood .  
a) Communication b) Hearing c) listening d) Suggestion scheme
- 106) -----, according to researchers of communication, is the earliest language skill that develops in a child.  
a) Listening b) Speaking c) Writing d) Reading
- 107) Some people have a habit of making mental notes .They sit with eyes closed and make note of what the speaker is trying to say .This is called as ----listening.  
a) Intellectual b) Pretended c) Projective d) Emphatic
- 108) -----is fake listening.  
a) Intellectual b) Pretended c) Projective d) Emphatic

- 109) In -----listening, the listener puts himself in the place of the speaker.  
a) Intellectual b) Pretended c) Projective d) Emphatic
- 110) In -----listening the listener not only listens to the surface meaning but also try to understand the in-depth feelings and emotions of the speaker.  
a) Intellectual b) Pretended c) Projective d) Emphatic
- 111) ----is a form of bad listening .The listener here interrupts the speaker by asking questions, or clarifying doubts or asking for some details.  
a) Intellectual b) Pretended c) Projective d) interruptive

## **Unit 2: Business Correspondence -**

### **1. Theory of Business Letter writing:**

- 112) The -----consists of the full name and registered address of the company.  
a) Letter Head b) Dateline c) Inside address d) Signature Block
- 113) -----is greeting in writing, is always placed below the Inside address or the attention line.  
a) Letter Head b) Dateline c) Inside address d) salutation
- 114) The -----is located at the end of the letter.  
a) Letter Head b) Dateline c) Inside address d) Signature Block
- 115) For a very private and /or important message one should use the -----notation.  
a) Letter Head b) Dateline c) Inside address d) Confidential
- 116) The signature block occurs just below the -----.  
a) Complimentary close b) Letter Head c) Dateline d) Inside address

- 117) -----is the address of the receiver of the letter.
- a) Inside address b) Subject line c) Enclosure d) Letter Head
- 118) Sir/Madam is very formal -----.
- a) Salutation b) Complementary Close c) Signature d) CC
- 119) Sirs/Dear sirs ----- is used when one is writing to a company and not to an individual.
- a) Salutation b) Complementary Close c) Signature d) CC
- 120) September 9, 2020 is the -----way of writing the date in a formal letter.
- a) Indian b) American c) British c) Spanish
- 121) -----part of the letter authenticates a letter.
- a) Salutation b) Complementary Close c) Signature d) CC
- 122) -----refers to the systematic arrangement of the components of the formal letter.
- a) Parts b) Section c) Layout d) Design
- 123) It has the main content with all supporting evidence .It is the ----.
- a) Letter Head b) Dateline c) Inside address d) Body of the letter.
- 124) ----is Obligatory part of the formal letter.
- a) Subject Line b) Confidential Notation c) Date Line d) Enclosure block
- 125) Courtesy is a matter of treating the reader with -----.
- a) Consideration b) Respect c) Sympathy d) Kindness

126) Conciseness and -----go hand in hand as they are interdependent.

- a) Clarity b) Correctness c) Completeness d) Consideration

## 2. Personal Correspondence :

127) If a student has decided to apply for higher studies, almost all universities abroad will require him/her to write a -----.

- a) Application b) Inquiry c) Statement of Purpose d) Bio data

128) -----is the first introduction to a prospective employer.

- a) Letter of Application b) Letter of Inquiry c) Letter of Appreciation d) Bio data

129) Letter of application should have a -----letter and a resume.

- a) Covering b) Inquiry c) Statement of Purpose d) Bio data

130) Students aspiring for admission in foreign universities are required to send -----

- a) Statement of Purpose b) Letter of Inquiry c) letter of Application d) letter of Resignation

131) -----is a self-introductory essay in which an applicant introduces himself/herself to the admission committee of the foreign university and states why she/he intent to take admission for a particular course.

- a) Statement of Purpose b) Letter of Inquiry c) letter of Application d) letter of Resignation

132) In -----letter of application ,the applicant should mention his/her source of information and then state the purpose of his application

- a) Formal b) Informal c) Solicited d) unsolicited



- 133) ----is the write up which accompanies the covering letter of application and sketches the applicant's personal and academic details.  
a) Resume 2) Form 3) Photograph c) Signature
- 134) ----- Letter is written when a person decides to quit the organization.  
a) Acceptance b) Resignation c) Call for interview d) Appreciation
- 135) Letter of ----communicates the candidates willingness to join the organization on the terms and candidate's prospect by it.  
a) Acceptance b) Resignation c) Call for interview d) Appreciation
- 136) -----letter is written by referee where he/she writes his/her opinion about the candidate's ability for the required job. Such letters are marked confidential.  
a) Acceptance b) Resignation c) Recommendation d) Appreciation
- 137) ----letter is written by organization to the candidate, who has been successfully cleared the selection interview and who has shown willingness to join the organization.  
a) Acceptance b) Resignation c) Appointment d) Appreciation

### **Unit- 3 : Language and writing skills**

#### **1 . Commercial Terms Used in Business communication**

- 138) -----means flexible working time.  
a) Open door policy b) Flexi time c) Flat time d) time zone
- 139) -----is a collecting of web files on a particular subject that includes a beginning file called a Home page.  
a) Web Page b) web master c) website d) Web design

- 140) -----is a person who creates and manages the information content and organization of the web site.  
a) Web Page b) web master c) website d) Web design
- 141) ----is the arrangement and creation of web pages that in turn make up a web site.  
a) Web Page b) web master c) website d) Web design
- 142) -----is the set of markup symbols or codes inserted in a file intended to display a WWW.  
a) HTML b) Hypertext c) Key word d) Web page
- 143) -----is a word that is used to search the Internet, via a search engine, when seeking a particular type of information.  
a) HTML b) **Keyword** c) Hypertext d) Webpage
- 144) A ----- is a small camera whose images can be accessed using the WWW, instant messaging or a PC video conferencing application .  
a) Web camera b) web master c) website d) Web design

## 2. Paragraph Writing

- 145) -----involves revising, proofreading and evaluating the message for better impact and reception.  
a) Editing b) Feedback c) Writing d) Typing
- 146) -----can be thought as all the grammatical and lexical links that link one part of a text to another.  
a) Coherence b) Paragraph c) **Cohesion** d) Topic

147) -----establish connectivity between sentences as well as between sentences.

- a) **Linkers** b) Full stop c) Comma d) Question mark

148) A ----is a group of connected sentences that is generally made up of one main idea and a group of supporting sentences.

- a) Paragraph b) words c) sentence d) Question

149) --- can be thought as how meanings and sequences of ideas relate to each other.

- a) **Coherence** b) Paragraph c) Cohesion d) Topic

150) By using appropriate words or phrases, to indicate thought process, a --- makes it easy for the reader to understand how he/she has organized his/her ideas.

- a) Writer b) Reader c) listener d) observer

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