

UNIT - I

1. Communication is a _____ of facts, ideas, and opinions by two or more persons.
 - a) **Exchange**
 - b) Foreign exchange
 - c) Control
 - d) understanding
2. -----channel of communication called the grapevine
 - a) Formal
 - b) **Informal**
 - c) Horizontal
 - d) Vertical
3. 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**
4. Examples of oral communication _____
 - a) Letter
 - b) E-mail
 - c) **Telephone**
 - d) Fax
5. Written communication includes _____
 - a) **Reports & forms.**
 - b) Interviews
 - c) Film
 - d) Speaking
6. Communication saves time in _____
 - a) Internal communication.
 - b) Interview.
 - c) **Oral communication.**
 - d) Schedule.
7. Internal communication is a communication between _____
 - a) Banker and customer.
 - b) **Superiors and subordinate.**
 - c) Salesman and buyer.
 - d) Insurance company and its customer.
8. Telephonic conversation is a _____
 - a) Verbal communication.
 - b) **Non-verbal communication.**
 - c) Visual communication.
 - d) Written.
9. Envelopes containing transparent papers to show the address are called _____
 - a) Window envelopes.
 - b) Easy envelop.
 - c) **address envelop**
 - d) Front envelop.
10. In the communication cycle, the process of retranslation of signals into

ideas is called _____

- a) Encoding.
- b) **Decoding**
- c) Response
- d) Feedback

UNIT – II

If each line in the inside address is started after leaving a small gap, it is known as _____

- a) Block form.
- b) Correct form.
- c) **Indented form.**
- d) Address form.

The inside address should be written _____

- a) Below the salutation.
- b) Above the heading.
- c) **above the salutation**
- d) Above the date.

Reports from the subordinates to the superiors take the form of _____

- a) **upward communication**
- b) downward communication
- c) Face-to-face communication.
- d) visual communication

Pictures, slides, films fall under _____

- a) body languages
- b) **Audio-visual communication.**
- c) Reporting.
- d) visual communication

Realizing the potential of the self is part of the _____

- a) Communication development.
- b) Language development.
- c) skill development
- d) **Personality development.**

A memo is an example for _____

- a) **Internal communication.**
- b) External communication.
- c) Lateral communication.
- d) Written communication

Gestures is an example for _____

- a) **body language**
- b) Grammar.
- c) Speeches
- d) Written.

The term 'communis' derived from _____ word.

- a) Greek.
- b) **Latin**
- c) Chinese
- d) English.

Grapevine communication is associated with _____ communication

- a) **Formal**
- b) Informal

- a) **Message**
 - b) Output
 - c) Input
 - d) source.
8. Information about its products is _____ information.
- a) External
 - b) **Internal**
 - c) Planning
 - d) Deciding
9. A business letter serves as a record for _____ reference
- a) past
 - b) Present
 - c) Future
 - d) **Both (2) & (3).**
10. _____ is the essential aspect of communication
- a) Enclosure
 - b) Letter
 - c) Telephone
 - d) **Feedback**

UNIT – V

1. Communication is the _____ of business
- a) **Backbone**
 - b) life blood
 - c) nervous system
 - d) both (1) & (2).
2. Warning can be _____
- a) **general or specific**
 - b) specific
 - c) Particular
 - d) Completely general
3. Motivation should be achieved through _____
- a) monetary incentives
 - b) making the workers participate in the decision making process
 - c) making achievement goals very specific
 - d) **None of the above**
4. The ability to communicate effectively
- a) Is a natural talent that cannot be learned?
 - b) depends on the education level of those around you
 - c) **can be learned**
 - d) Depends on not using technology to send messages.
5. _____are welcome, for it is not obligatory to accept them.

UNIT 1

SHORT QUESTIONS WITH ANSWERS

1. Define communication?

Communication is the life blood of social as well as corporate world.

2. Define William Scott definition of communication?

communication is a process which involves the transmission and accurate replication of ideas ensured by a feed back for the purposes of eliciting actions which will accomplish organizational goals.

3. Define clarity of thought?

Clarity of thought is necessary because the communication cycle begins with the generation of an idea in the mind of the transmitter.

4. Define clarity of expression?

The receiver learns about the idea in the transmitter's mind through the coded message.

5. Define conciseness.

Reader's time is invaluable. they feel that they are wasting their time in going through unnecessarily lengthy letter. So, the letter should be simple and neat.

6. What are the five 'w' questions?

Who?, What?, Were?, When?, and Why?

7. Define courtesy?

In business we must create friendliness with those all we write to. Friendliness is Inseparable from courtesy.

8. Define downward communication?

Downward communication is flowed from superior to subordinates.

9. What is the main objective of downward communication?

Give specific directives about the job being entrusted to a subordinate.

10. How will be the media for downward communication?

The downward communication may be both oral or written.

UNIT 2

SHORT QUESTIONS WITH ANSWERS

11. What are the limitations of downward communication?

Time consuming, Lack of explanation, Deterioration of relationship, Lack of feedback

12. What is upward communication?

The communication channel which pushes the flow of communication upward is known as the upward channel of communication.

13. What is the method of upward communication?

They write letters to their superior and prepare reports for them.

14. What is the essential of upward communication?

Managers should help their subordinates to shed their inhibitions and express themselves freely.

15. What is the method used for horizontal communication?

A brief conversation through telephone is quiet convenient.

16. What are the limitations of horizontal communication?

Lack of authoritative can be mentioned as a limitation.

17. What is the disadvantage of diagonal communication?

Disruption of normal flow of communication can be mentioned as a disadvantage.

18. What is grapevine?

There operates in every organization an informal channel of communication is called as grapevine.

20. Define the importance of grapevine?

Supplement to other channels.

UNIT 3

SHORT QUESTIONS WITH ANSWERS

11. What is the need for business letter?

The best method for all these persons /institutions to contact each other is correspondence.

12. Define kinds of letter?

Letters can be classified into personal and non personal.

13. How many types of planning steps are there?

There are six steps in planning.

14. What is mean by heading?

It is also called as head address or letter head.

15. What contains the inside address?

The inside address contains the name and address of the firm or an individual to whom the letter is written.

16. Define salutation?

The salutation is complementary greeting with which the writer opens his letter.

17. What is meant by body of the letter?

It contains message or the information to be communicated.

18. Define the term signature?

It is the assent of the writer to the subject matter of the letter and is a practical necessary.

19. What is reference initials?

It is now customary to put the initials of the persons dedicating the letter and of the person typing.

20. How many types of enquiries are there?

There are 2 types of enquiries. Solicited enquiry, Unsolicited enquiry.

UNIT 4

SHORT QUESTIONS WITH ANSWERS

11. What is a tender?

A tender is a written or formal offer to supply goods or do a job for an agreed price.

12. What is credit?

Credit is a means through which goods can be bought and sold without cash payment.

13. What is trade reference?

Trade references are the names of business firms that can submit a report on consumer credit worthiness.

14. What is bank reference?

Bank reference is the name of the credit applicant's banker who can submit a report on consumer credit worthiness.

15. Define credit granting?

When a credit is granted, it opens the door for regular orders from the customer.

16. What is the source of mistake?

Incomplete or defective order.

17. Define the policy of Adjustment ?

An adjustment programme often includes measures designed to make the country more fiscally sound, but which are painful to the populace.

18. What are the hints for drafting replies?

Acknowledging letter and thank the customer.

19. How we can say the customer is right?

When the customer is right admit the fault at once frankly without making excuse or giving unconvincing explanation.

20. Define credit granting?

When a credit is granted, it opens the door for regular orders from the customer.

UNIT V

SHORT QUESTIONS WITH ANSWERS

11. What is job application?

Job applications are the letter which is written when someone needs a job.

12. How many types of application letters are there?

There are two types of application letters. solicited and unsolicited.

13. What is the objective of an application letter?

The main objective of application letter is to obtain an interview.

14. What is the use while concluding the paragraph?

The job of concluding paragraph is to persuade the employer to act.

15. Define resume?

A resume is a one- or two-page formal document that job hopefuls submit to hiring managers and employment recruiters as a means of itemizing their work experience, educational background, and special skills.

16. Define personal data?

Personal data includes name and date of birth.

17. What is the idea for contact information?

The idea is that employer finds you suitable for job, it should be possible for him to contact you at the earliest.

18. Define statement of clear objectives?

Make a short but clear statement of your career objective

19. What are the application letters?

An application letter is a cover letter, a sales letter, and a marketing tool all in one and it should accompany a professional resume any time a person applies for a job.

20. What is dedication?

Committed towards delivering a job in hand on time with quality.

Unit 1

1. Point out the characteristics of communication.
2. Bring out the components of communication process.
3. Mention the objectives of downward communication.
4. What are the importances of effective business communication?
5. Explain the needs of business letter.
6. Mention the merits of business communication.
7. Mention the kinds of business letter.
8. What are the physical barriers to communication?
9. Discuss the merits of formal communication.
10. Explain are the parts of layout of business letter?

Unit 2

11. State the points to be noted while writing an order letter.
12. What are the points that should be kept in mind while writing a confirmation letter?
13. What are the points to be considered while writing a Business Letter?
14. State the circumstances leading to cancellation of orders placed.
15. What are the points to be highlighted while explaining delay in execution of an order?
16. What are the causes of complaint letters?
17. What are the points to be Borne in mind while writing a complaint letter?
18. What are points to be kept in mind while writing an adjustment letter?
19. Write a letter to Chennai Sports Academy inquiring whether the seller could revise the terms in his quotation.
20. Write a letter against delay in the delivery of goods urgently needed, explaining the adverse effect of the delay and indicating the action envisaged if it continuous beyond the specified time.

UNIT 3

21. Spell out the collection strategy for different types of customers.
22. Enumerate the points to be kept in mind while drafting a collection letter.
23. Explain the importance of collection letter.
24. Discuss the merits of collection letter.
25. Draft a collection series, beginning with format notification of the debt and ending with a hint at legal proceedings.
26. Draft a letter to your debtor who has neither responded to your reminder nor had sent any remittance on purchase of goods from you six months ago.
27. Inform a customer that owing to this repeated delay in paying his dues, you are compelled to deal with him on cash basis only.
28. One of your customers keeps an amount of Rs. 1,00,000 as outstanding for the past 10 months. Draft a suitable collection letter to collect the amount from him.
29. Mention the importance of debtor explanation letter in business.
30. Write a letter explained by the debtor, regarding the delay in payment. Reply to a reminder letter by a supplier.

UNIT 4

21. Explain the completeness feature in a bank letter.
22. Why should Bank letters have correctness as an important feature.
23. Draft a suitable reply to the manager of a firm who has expressed their desire to open a current account with his bank.
24. As a bank manager write a letter to the head office recommending the loan applied by one of your customer.
25. Draft a letter on, customer requesting his bank to stop payment a cheque.
26. What are the advantages of getting a life insurance policy
27. Write a letter to the General Insurance company, Allahabad, requesting them to settle your claim in respect of goods destroyed by fire giving full details.
28. Notify your Insurance Company of the occurrence of Fire at your premises and ask them to arrange an early inspection as you are anxious to put things right as soon as possible.

29. Write a letter inquiring about the surrender value of a policy.

30. Draft a covering letter of an insurance policy.

UNIT V

21. What factors should be included in a letter offering an agency?

22. Draft a tactful letter to an agent drawing his attention to a decline in his sales and insisting that he should forward his reports more regularly.

23. Draft a letter to one of your agents whose sales are much lower than those of other agents in neighbouring districts. Ask him to explain this.

24. What are the contents of an application letter?

25. Draft an application for the post of a marketing executive in an export organisation.

26. Draft an application for the post of secretary of a large public limited company.

27. Invite a candidate to an interview for the post of Production Engineer on behalf of Uptron, Anand Limited, Kanpur

28. Write a letter, to an Application for the post of personnel manager, to present him for a personal interview

29. Draft general letter of interview to be sent to candidates applying for the post of accounts clerks in your company.

30. Write a letter to a candidate who appeared for an interview for the post of Finance manager in your organisation but has not been selected.

UNIT 1

1. Explain the types of communication in detail.
2. Discuss in detail the principles of effective business communication..
3. Draft the layout of a business letter with an example.
4. Explain the needs and functions of a Business Letter.
5. Explain in detail the kinds of Business Letter.

UNIT 2

6. Write a letter, on behalf of Rajendra Agencies to Tip Top furniture, Patna, asking for quotation of prices for their Steel Furniture for offices and homes enquire also about the concession and commission given and about the mode of payment and credit facilities.
7. Write a letter from Ashoka tools Limited, giving quotation for the supply of electrical pump sets. Emphasize in your letter the installation service, after sale service and replacement facilities provided to your customers.
8. You have received an order from Dress land, Bangalore, for different varieties of Men's and women's dresses. Write a reply giving the time on mode of shipment. Also mention the mode of payment you prefer.
9. Acknowledge and order for 200 dozens of power brand, washing soap cakes regretting that you cannot supply them as you have discontinued production of the brand.
10. You have received from your supplier some paper in a damaged condition. Write to them a letter of complaint emphasising the need of Greater care in filling the orders. (Goods received in a damaged condition)

UNIT 3

21. Explain the function of each of the collection letters written in a series.
22. Draft a letter to a well placed but absent minded teacher whose dues for purchase of books are not settled in spite of repeated reminders.
23. You have not received any response from your debtor, whose account has long been due and to whom you have already sent three reminders. Draft a suitable reminder telling him that he has to pay the amount
24. All your efforts to collect an overdue amount from a customer have failed. You have not even heard from him. You wish to give a last opportunity before warning him of the legal action you may have to take. Draft a suitable letter.

25. Draft a letter regarding the debtor, who gives an explanation for delay and encloses a promissory note.

UNIT 4

21. Your bank has received a letter from a valued customer intimating his intention to close his account as he has been transferred to another station. Draft a suitable reply pointing out that the account cannot be closed as your bank and still be of service to him after his transfer.

22. As the manager of a bank, Draft a tactful letter to a lady customer who is in the habit of over drawing on her bank account without prior arrangement.

23. A customer of your bank has applied for a loan of Rs 80,000 against an old building and some shares. Ask to manager of the bank, write a tactful reply regretting your inability to grant the loan applied for.

24. A truck belonging to Udaipur Transporters, Udaipur, loaded with readymade garments while on its way from Jaipur to Kanpur was looted and burnt near Kanpur. Submit a claim to the insurance company giving all relevant particulars

25. A policyholder writes the Life Insurance Corporation to sanction him maximum loan against his policy for Rs. 40,000. As he wants to buy a house. Draft the policyholders letter as well as the reply given by the Life Insurance Corporation.

UNIT V

21. You have been acting as an agent for Premiere Book company, New Delhi, for over three years. Your principal have written to you expressing dissatisfaction with the volume of business done by you for them and threatening to terminate your agency. Draft a reply giving suitable explanation and satisfactory assurance.

22. Explain in detail the forms and contents of an application letter.

23. Write an application in response to the following advertisement:” Wanted an assistant for the Cooperative stores of an Educational Institute. The applicant should be young and energetic, experienced in salesmanship and in keeping accounts, should be competent in handling correspondence independently. Apply with testimonials, stating age, qualification and salary expected to the Principal, Vidya Niketan, Agra Road, Nashik”

24. Write a letter to an applicant intimating his appointment for the post of management trainee in Research and Development department in your company.
25. Draft a Resume for yourself with academic details in a formal format.