

17UBI306 - EXECUTIVE BUSINESS COMMUNICATION

K1 LEVEL

MULTIPLE CHOICE QUESTIONS

1. Upward communication flows from_____ to _____.
Superior to subordinate
Subordinate to superior
Subordinate to subordinate
Superior to superior
2. _____ communication is suitable for large audience.
Written
Oral
Face to face
Computer based
3. The word communication has been derived from the Latin word _____.
Communis
Commons
Communs
Commis
4. _____ enquiry is made in response to the seller's advertisement.
Solicited
Unsolicited
Routine
Special
5. Replies to status enquires may be_____.
Favourable
Unfavourable
Rather unfavourable
All the above
6. The formal greeting in a business letter is _____.
Inside address
Salutation
Complimentary close

Letter head

7. Skype is an example for _____ communication.

Written

Vertical

Horizontal

Face to face

8. _____ of the letter consists of main message.

Heading

Body

Greeting

Closing

9. _____ is the account opened by businessmen.

Savings

Current

Fixed

Recurrent

10. Order moves _____.

Upwards

Downwards

Horizontally

Vertically

11. An enquiry made by an old buyer in usual course of business is _____ enquiry.

Solicited

Unsolicited

Routine

Favour

12. _____ is the first stage in collection series.

Enquiry

Reminder

Appeal

Warning

13. Overdraft facility is available only for _____ account.

Fixed deposit

Savings

Recurring deposit

Current

14. _____ is an official record of the proceedings of a meeting.

Agenda

Notice

Minutes

Correspondence

15. The following is (are) non-verbal communication

Facial expression

Appearance

Posture

All of the above

16. Communication is the task of imparting _____

Training

Information

Knowledge

Message

17. The following is the permanent records for business

Business letters

Ledgers

Production reports

All of the above

18. ----- is the process of transmitting information.

Communication

Receiving

Both a and b

none of these

19. ----- enquiry made in response to advertisement and publicity.

Unsolicited

Solicited

Both a and b

Routine

20. ----- is a policy does not entertain any claims.

Buyer beware!

“Caveat emptor”

Both a and b

Fair claim

21. ----- insurance is effected on ship.

Fire

Life

Both a and b

Marine

22. A ----- is an advance notice sent to all the people entitled to attend the meeting.

Notification

Circular

Agenda

All of these

23. What kind of information should be included in a resume?

(1) Work experience,(2) Education,(3) Affiliation and membership ,(4) Letter of recommendation

All, except (1)

All, except (2)

All, except (3)

All, except (4)

24. Which of the following information should be included in minutes? (1) Date and venue of the meeting (2) Decisions made at the meeting (3) Comments from the members (4) Action to be taken by the members.

All of the above

All, except (2)

All, except (3)

All, except (4)

25. A offer valid for a specified period is called ____.

Specified offer

Special offer

Firm offer

Form offer

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

Enquiry

Request

Order

Tender

27. Expand F.O.R.

Free of rail

Free on rail

Free on right

Freight on rail

28. _____ are the names of the business firms that can submit a report on a customer's creditworthiness.

Bank references

Trade references

Credit references

General references

29. _____ is the name of the credit applicant's bank who can supply all necessary information about him to the trader.

Bank references

Trade references

Credit references

General references

30. Which one is a/an example for adjustment policy?

The customer is always right

Fair claim, fair adjustment

Buyer beware

All the above

31. _____ is the second stage of collection series.

Enquiry

Reminder

Appeal

Warning

32. _____ is the third stage of collection series.

Enquiry

Reminder

Appeal

Warning

33. _____ is the last and final stage of collection series.

Enquiry

Reminder

Appeal

Warning

34. _____ situation requires a circular letter.

Opening a new shop

Opening a new branch

Introducing a new product

All the above

35. Sales letters are also called _____

Passive messages

Persuasive messages

Permitting messages

Pessimistic messages

36. Three P's in sales denotes _____.

Prospect, product, proposition

Product, price, promotion

Price, promotion, place

None of the above

37. _____ is the function of sales letter.

Attitude

Ambience

Audience

Attention

38. AIDA stands for _____.

Attitude, interest, desire, action

Attention, interest, desire, action

Ambience, interest, desire, action

Audience , interest, desire, action

39. A _____ is a letter of credit addressed to more than one bank.

Commercial

Non commercial

Circular

All the above

40. _____ is a letter of credit issued for the convenience of travelling public.

Commercial

Non commercial

Circular

All the above

41. Expand AR.

Air radar

Air rail

All risk

At risk

42. _____ is an example for personal character.

Enthusiasm

Qualification

Activities

All the above

43. _____ application letters are written in response to an advertisement.

Unsolicited

Personal

Solicited

Official

44. _____ is an annexure to any job application

Bio data

Resume

Curriculum vitae

All the above

45. _____ is a document that outlines the contents of a forthcoming meeting.

Minutes

Notice

Agenda

Quorum

46. _____ is similar to a report.

Minutes of resolution

Minutes of narration

Minutes of meeting

Minutes of discussion

47. Minutes are of _____ types.

One

Two

Three

Five

48. _____ is a character of a good speech.

Clarity

Brevity

Concrete

All the above

49. Noise is an example for _____ barrier.

Medium

Physical

Semantic

None of the above

50. Bypassed instruction is an example for _____ barrier.

Medium

Physical

Semantic

None of the above

K2 – LEVEL

SHORT ANSWERS

1. Define communication.

Keith Davis: Communication is a process of passing information and understanding from one person to another.

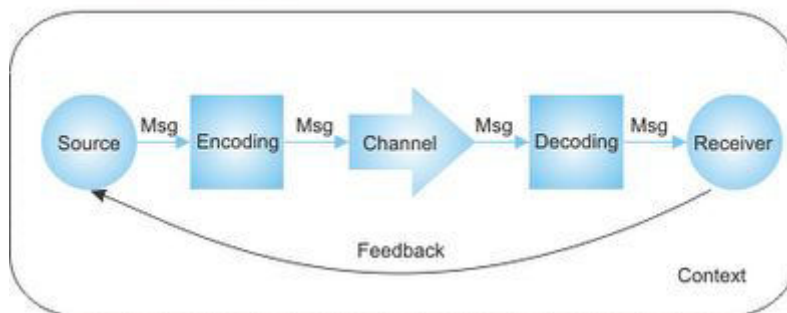
John Adair: Communication is essentially the ability of one person to make contact with another and make himself or herself understood.

2. Define business communication.

Business communication is a process of transmitting information and thoughts between various parts of an organization and also to people outside the organization such as customers, investors, suppliers etc

3. Draw the communication cycle.

The Communications Process



4. Define brain drain.

Brain drain in business communication is misunderstanding or lack of understanding the message by the receiver.

5. What is horizontal communication?

Horizontal communication is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy.

6. What is upward communication?

Upward Communication is the process of information flowing from the lower levels of a hierarchy to the upper levels.

7. What is downward communication?

Downward communication is the flow of information and messages from a higher level inside an organization to a lower one.

8. What is grapevine?

Grapevine communication is informal workplace dialogue in its purest form: it is characterized by conversations between employees and superiors that do not follow

any prescribed structure or rule-based system. Grapevine communication spreads rapidly and likely touches each person throughout the organization.

9. What is enquiry?

An enquiry letter is one which seeks some information from the receiver. Business organisations (and individuals) have to make enquiries at the beginning of a business transaction.

10. Give two examples for physical barrier to communication.

Noise

Poor timing

Time and distance

11. Give two examples for semantic barrier to communication.

Interpretation of words

Bypassed instructions

Denotation, connotations

12. What are the types of order?

Written and oral order

General and specific order

Procedural and operational

Mandatory and discretionary order

13. Write a note on salutation.

A salutation is a greeting used in a letter or other written or non-written communication.

14. What is solicited enquiry?

A solicited enquiry is in response to an advertisement / sales letter of a seller.

15. What is unsolicited enquiry?

An unsolicited enquiry letter is written by a potential buyer interested in the best bargain. He does it at his own initiative and convenience.

16. What is routine enquiry?

An enquiry done by a regular customer or buyer in the usual course of business is routine enquiry.

17. What is enquiry for a favour?

Certain letters of enquiry seek the favour of an information with or without a commercial proposition. It may be merely seeking some information to

be used later. For example a business organisation may be seeking information from another firm regarding credit worthiness of a businessman.

18. What is C.O.D?

C.O.D is cash on delivery here payment is to be made on delivery of goods.

19. Write a letter head for a publishing house?

Kalyani Publishers
(Publishing House)
15, Karl Marg, New Delhi

20. What is letter of credit?

A *letter of credit* is a document that guarantees the buyer's payment to the sellers. It is issued against a pledge of securities or cash.

21. What is current account?

Current account is an account opened by business man which provides the option of limitless transactions and overdraft facility.

22. What is an overdraft?

An overdraft occurs when a current account holder does not have enough money in the account to cover a transaction, but has made an arrangement to pay.

23. What is meant by sales letter?

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer."

24. What is offer?

An *offer* may be *defined* as a statement of willingness to contract on specified *terms* made with the intention to sell some products or services.

25. What is Non commercial letter of credit?

Non commercial letter of credit is issued for the convenience of travelling public.

26. What is meant by status enquiry?

Status enquiry is the process of ascertaining the credit worthiness of a person or a customer.

27. What is bank correspondence?

Bank correspondence is the communications with banks for opening account, application for loan, overdraft, stop payment etc.

28. What is insurance correspondence?

Insurance correspondence is the communication process between the business organization and the insurance company with regard to insurance policies and claims.

29. Who is an agent?

Agent is a person who works on behalf of a principal.

30. What is agency correspondence?

Agency correspondence is the communication process between a principal and his agent.

31. Define assurance.

Assurance or life insurance is a contract whereby the insurer on receipt of regular premiums undertakes to pay a certain sum to the insured on death or maturity of the policy.

32. What is meant by bank reference?

Bank reference is the name of the credit applicant's bank who can supply all necessary information about him to the trader.

33. What is agenda?

Agenda is a list of items to be discussed at a formal meeting.

34. What is a 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.

35. Define minutes.

Minutes are the official record of the proceedings of a meeting.

36. What are the types of minutes?

Minutes of resolution

Minutes of narration

37. What is meant minutes of resolution?

Minutes of resolution is a type where only the resolutions passed at a meeting are recorded.

38. What is meant by minutes of narration?

Minutes of narration are similar to report where a brief account of the discussion is also mentioned.

39. Mention two advantages of oral communication.

Saves time

Saves money

More forceful
Immediate feedback
Immediate clarification

40. Mention two disadvantages of oral communication.

Not for lengthy message
No legal validity
Misunderstanding
Not easy to fix responsibility

41. Give example for visual communication.

Facial expressions, gestures, printed pictures, posters, slides.

42. What are the barriers to communication?

Wrong choice of medium
Physical barriers
Semantic barriers

43. What is non verbal communication?

Non verbal communication is transmitted without use of words. Ex.sign language, audio, audio video etc.

44. What is kinesics?

Kinesics is the use body language and is a example for non verbal communication

45. Give example for socio psychological barrier.

Attitudes and opinion
Emotions
Culture
Closed mind

46. Give two merits of face to face communication.

Expressions and gestures make communication more effective
Very suitable for discussions

47. Mention any four objectives of communication.

Information
Advice
Order
Suggestion

48. What are the types of verbal communication?

Written and oral are the types of verbal communication.

49. What are the types of grapevine?

Single strand

Gossip

Probability

Cluster

50. What are types of letter of credit?

Commercial letter of credit

Non commercial letter of credit

Circular letter of credit

EXECUTIVE BUSINESS COMMUNICATION

K3 LEVEL

1. Explain the communication cycle.
2. What are the parts of a business letter?
3. Write down the usual kinds of business letters.
4. Discuss the functions of business letter.
5. State the merits of written communication?
6. Explain about downward communication.
7. Give the merits and demerits of oral communication.
8. Discuss about grapevine communication and its types.
9. Explain the types of orders.
10. Write a note on formal and informal communication.
11. What are the kinds of enquiry?
12. Draft an enquiry letter to an electronic shop.
13. List out the points to be considered while drafting reply?
14. Explain the various circumstances under which order can be refused.
15. Draft a complaint letter asking for quick replacement for wrong goods.
16. What is an order form? Give an example.
17. Mention the points to be noted while drafting an order.
18. Discuss the advantages of sales letter.
19. Brief the occasions when complaint letters are written.
20. Write down the hints for drafting a status enquiry
21. Write a letter asking for credit information about a proposed buyer from his supplier.
22. Write a short note on adjustment and adjustment policy.
23. Discuss the guidelines for drafting an effective collection letter.
24. What are the stages in collection series? Explain.
25. Discuss about the situations that need sending circular letters.
26. Give some hints for drafting a circular letter.
27. Mention any five advantages of writing circular letters.
28. Draft a circular letter for opening a new branch.
29. Discuss the advantages of sales letters.
30. What are the objectives of writing a sales letter?
31. Discuss the functions of sales letter.

32. Discuss some situations which require correspondence with a bank.
33. Explain the term insurance and its types.
34. Write a requisition letter to your bank to stop payment of a cheque.
35. List out the important correspondent letters between principals and their agents.
36. What are the points to be considered while drafting an application for overdraft?
37. Write a short note on letter of credit.
38. What are the situations which require correspondence relating to life insurance?
39. Discuss the hints for drafting a request for overdraft.
40. Write a letter announcing the cancellation of agency.
41. What is minutes and its types?
42. What are the advantages of agenda?
43. Give a specimen agenda of annual general meeting.
44. What is a notice? Give example.
45. Draft a notice for the general meeting of the members of a company.
46. What are the points to be considered while preparing a resume?
47. Explain about the personal data part of an application letter.
48. What is a bio data? What details are usually included in the bio data?
49. Mention and discuss four important qualities of a good speaker.
50. Draft a vote of thanks for an occasion of your choice.

K4, K5 LEVEL

1. Discuss in detail the principles of communication?
 2. Explain in detail the layout of business letter with an example
 3. What are the types of communication? Explain.
 4. Explain the essentials of oral communication.
 5. Discuss about the objectives of communication.
 6. Discuss in detail the significance of business communication.
 7. Write a letter to a publishing house enquiring about the prices, terms of sale, mode of delivery of books in Commerce and Management.
 8. Write a reply for a letter received by a publishing house enquiring about the prices, terms of sale, mode of delivery of books in Commerce and Management.
 9. Discuss the advantages and disadvantages of written communication.
 10. Discuss about the barriers to communication.
 11. Draft an order letter to RK Electronic Private Ltd., Chennai, placing an urgent order for certain electronic gadgets. Draw attention to the need for prompt delivery.
 12. Discuss the functions of a sales letter?
 13. Write a reply letter to the supplier who asked you to furnish a bank reference and two trade references.
 14. Write a letter intimating the maturity of an insurance policy.
 15. Write a letter to the banker requesting to open a current account.
 16. Draft a letter placing order for some electronic home appliances.
 17. Draft a reply regarding the credit status of a firm in your locality.
 18. Draft a complaint letter regarding damaged goods.
 19. Write a circular letter regarding the opening of a new branch.
 20. Write a letter to bank requesting a loan of Rs.1,00,000.
 21. As a manufacturer, write a letter offering agency.
 22. Draft an application for the post of secretary in a public limited company.
 23. Explain the important contents of resume with example.
 24. What are the characteristics of good speech? Explain.
 25. Give the minutes of an annual general meeting.
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