UNIT-I

1. Which helps in ensuring the receipt of communication in right form and in right sense

   a) **feed back** b. timely reach c. prompt response d. delayed response
2. Communication is a

   a. Static process **b. dynamic process** c. neither a nor b d. Either a nor b
3. Communication promotes reading ,writing___________-and speaking skill

   a. logical b. Reasoning c. **listening** d. Basic
4. Communication increases ___________

   a. o-ordination b. integration c. business d. profit
5. Communication is the ________ of the any organization

   a. Lifeblood b. important c. Necessary d. efficient
6. An organization is cosidered to be a group of people work for ____

   a. Profit b. Success c**. Specific objective** d.godwill
7. Team member is discussion of target along with team member in a periodical meeting

   a. written communication **b. oral communication**

   c. verbal communication d. Non-verbal communication
8. Communication is a_

   a. Goal-oriented b. profit c. To increase profit d. To get more business
9. Which of the following principles stipulate that the message should be understood in same sense in which it is sent

   a. Principle of credibility b. principle of brevity

   c. principle of clarity d. principle of specificity
10. Communication is an integral part of __________

    a. Business organization b. company c. business enterprise **d. human existence**
11. Spoken communication is called

    a. verbal communication b. non-verbal communication

    c. gestural communication d. lateral communication
12. Which type of communication serves more as documentary evidence ___________ communication

    a. Verbal b. non- verbal c. gestural **d. written**

13. communication is a____________ process

    a. Four way b. Three way c. **two way** d. one way

14. Telephonic conversation is

    a. verbal commnication b. Non -verbal communication

    c. information d. All the above

15. Management helps in free flow of information between _______and ________

    a. Management and public b. company to people

    c. employee and people **d. management and employee**

16. Communication has become_______

    a. appropriate b. coefficient c. essential **d. indispensible**

17. The process of passing information and _________from one person to another person

    a. thoughts **b. understanding** c. opinions d. suggestion

18. Communication is a process of _______

    a. receiving information b. communication **c. passing information** d. information

19. _______ communication involves effective understanding

    a. External **b. internal** c. horizontal d. inward

20. Communication is a _________

    a. continuous process b. unsystematic process

    c. essential process d. necessary process

UNIT II

21. To tap new source of supply ,we write _____

    a. Letter of enquiry b. letter of quotation c. letter of complaints d. none

22. To order goods ________ is written

    a. unsolicited letter **b. solicited letter** c. collection letter d. Enquiry

23. Letter clarifying the details sought by is _______-

    a. enquiry letter **b. reply letter** c. customer letter d. purchase letter

24. Revival letter is sent to________ customer

    a. new b. **old** c. potential d. unitary

25. Quotation is a_______

    a. general offer b. anonymous offer **c. specific offer** d. none of the above

26. Tender when accepted becomes________

a.contract **b.agreement** c. Contract of agreement d. endsorsement

27. Loco price means __________

a. Price at the place of purchase b.price at the place of sale

c. Price in transit d. price at the place of godown

28. Franco price means __________

a. Up to delivery to buyers address . **b.up to delivery to sellers warehouse**

c.upto delivery to buyers port d. upto delivery to sellers address

29. Order letter is a _________

a.contract b.void contract c.agreement d. none of the above

30. Confirmation letter drawn by the seller is__________

a.acknowledgement b.order c. Both a and b d. enquiry

31. Cancelleation letter is drawn by

a. Buyer b.seller c.offical d. agent

32. Delay in execution of an order is communicated by

a.buyer **b. Seller** c.both a and b d. agent

33. Complaint letter is draft by

a.customer b. Seller c. Both a and b d. agent

34. Adjustment letter is draft by ____

a. Customer **b.seller** c. Competitor d. agent

35. Which letter require more tact _________

a.letter granting adjustment **b. Letter refusing adjustment**

c. Both d. all of the above

36. Order placed by telegram need to confirmed _________

a. Written letter b. Return telegram c.return call d. return home

37. Defective order letter is a_________

a. Purchase order b. Sales order **c.defective order** d. complaint order

38. Letter written dispatching the ordered goods is__________

a.execution letter b. Order letter c.enquiry letter d. Written letter

39. Order lacking any essential information is a ____________

a.confirmation letter b.execution letter **c.defective letter** d. complaint order

40. A letter intimating the dispatch of suply of goods ____________

a.defective letter b.confirmation letter **c.execution letter** d.purchase letter

UNIT-III

41. With which letter it is difficult to unlock the amount locked with debtors

    a.circular letter **b.collection letter** c.complaint letter d.enquiry letter

42. Specify the principles of a collection letter

    a.collecting the amount and keeping the customer

    b.keeping the collection cost to a minimum

    c.both a and b d)none of the above

43. Which whom should a threat of legal action be insisted

    a.slow players b.defaulters **c.fradulent customers d)all of the above**

44. Letter written to induce the potential buyer

    a.collectin letter b.circular letter **c.sales letter** d.complaint letter

45. which formula needs to be observed while drafting sales letter

    a.AIDA b.BIDA c.ABC d.IRDA

46. A letter addressed to a large number of customer coveying the same message is

    a.collection letter **b.sales letter** c.agency letter d. complaint letter

47. To announce the change in the location of business , which of the following letter is drawn

    a.circular letter b.sales letter c. Collection letter d. complaint letter

48. To announce the admission of a new partner which of the following letter is drafted

    a.sales letter b. Agency letter **c.circular letter** d.order letter

49. To announce the establishment of a new business ___________ letter is draft

    a.circular b.sales c. collection d.purchase

50. ___________ letter is draft for clearance sales

    a.sales **b.circular** c.agency d.purchase

51. Face- to -face question answer type of interviewis

    a.patterned **b.direct** c.in-depth d. none of the above

52. Placing the candidate under mental pressure comes under

    a.group interview b.panel interview **c.stress interview** d.none of the above

53. A committee of experts interviewing the candidate comes under

    a. Group interview **b.panel interview** c.group interview d. none of the above

54. A candidate answering pre-prepared question is

    a.patterened interview b.panel interview c.group interview d.direct interview

55. An interview free to speek on any subject comes under

    a.pannel interview **b.non-directive interview** c.stress interview d. direct interview

56. Standardized questions are asked in __________

    a.stress interview **b.patterened interview** c.group interview d.pannel interview

57. A number of candidate are simultaneously interviewed in ________ interview

    a.personal b.panel **c.group** d. individual

58. In ______________the empolyees voluntarily interviewed

    a.personal **b.counselling** c.group d.none of the above

59. Smart interview consist of __________

    a.honest &courtesy b.punctuality&greeting **c.all the above** d. none of the above

60. Specify the principles of a collection letter

    a.collecting the amount and keeping the customer

    b.keeping the collection cost to a minimum

    c.all the above

    d. none of the above

UNIT-IV

61. Account held by business people is ________

    a.savings b.fixed deposit **c.current** d.banker

62. Collective name of securities to be given by the customer for a loan ___________

    a. Mortgage **b.collaterals** c.hypothecation d.none of the above

63. Loan given on the basis of c's is __________

    a.clean loan b.secured loan c.both d.unsecured loan

64. Letters suppiled by banker is _______-

    a. Informal letter **b.formatted letter** c.formal letter d.order letter

65. Amount drawn over &above the credit balance of a customer is _________

    a. overdraft b. Overhead c.credit d.debt

66. Customer instructing the bank to stop payment is _________

    a.countermanding b.collaterals c.hypothecation d. none of the above

67. Sum assured is paid on attaining specified age or his death is _________

a. Whole life policy b. Joint life policy **c. endowment policy** d. all the above

68. Sum paid as considered by the policy holder for risk coverage given by the insurer is

    a. surrender value **b. premium** c. bonus d. overdraft

69. Practice of designation a person for receiving the benefit of policy in the event of death is

    a. Assignment b. claim **c. nomination** d. none of the above

70. Demand made by the policy holder in case of a risk is

    a. **claim** b. assignment c. nomination d. premium

71. The term assurance is used in _____

    a. Life insurance b. marine insurance c. fire insurance d. general insurance

72. Policy covering more than one life is __________

    a. Endowment policy b. Whole lif policy **c.joint life policy** d.life policy

73. Sum assured is paid to the nominee on the death of he policy holder under ________

    a. Whole life policy b. Joint life policy c. None d. Endowment policy

74. The amount the insurance company undertakes to pay on the discontinuance of premium by the policy holder is________

    a. Surrender value b.premium c. Both d.bonus

75. Life insurance is provided by ________insurance companies

    a. Public sector b. Private sector **c. both a&b** d. none of the above

76. Non – life insurance is divided into ______ types

    a. Two b. five **c. three** d. six

77. ________ insurance is the type of loan given on the basis of c's is _________

    a. Clean loan b. secured loan c. both d. unsecured loan

78. Letters supplied by banker is ______-

    a. Informal letter **b. formatted letter** c. formal letter d. order letter

79. Insurance is classified into ______

    a. Life insurance &non-life insurance b. endowent policy

    c.assurane&insurance d. none of the above

80. transfer the right the policy amount is _________

    a. Surrender value **b. assignment** c. endowment d. assurance & insurance

UNIT V

81. A person employed to do an act for another is ______

    a. principal **b. agent** c. consignor d. consignee

82. A person employed to sell goods by inviting bids at a pubic sale _______

    a. Broker **b. auctioneer** c. Consignee d. seller

83. A person appointed to take up shares not subscribed to by the investing public _______

    a. Broker b. factor **c. underwriter** d. agent

84. A person possessing goods and selling it in his own name without the principal name is

    a. Factor b. Consignee **c. commission agent** d. consigner

85. Letter is written to request the manufacturer to sell their goods is called

    a. Agent b. Principal **c. agency** d. banker

86. The name and address of the employee is written above the ______

    a. Inside address **b. salutation** c. Complimentary close d. outside address

87. In application addressed to the government officials ,the salutation is

    a. Dear sir **b. respected sir** c. Sir d. none of the above

88. Appropriate complimentary close in an application for a job is

    a. Yours faithfully b.yours sincerely c.yours lovingly loan d. none of the above

89. In application address to government officials _______ is generally used

    a. Dear sir b. respected sir **c. sir** d. madam

90. In all other application address to commerical house _______ is used

    a. Sir **b. dear sir** c. Respected sir d. madam

91. ____is a appropriate complimentary close in application for jobs

    a. sincerely b. Respected **c. faithfully** d. obediently

92. The correspondence means the exchange of ______

    a. Information b. Knowledge c. Ideas d. opinions

93. The law of ________ is an area of commercial law dealing

    a. Agency b. principal c. Factor d. banker

94. How many types of correspondence _________

    a. Two b. Three **c. Four** d. six

95. Clearing of goods is done by an agency _____

a. Commission agent **b. clearing agent** c. Importer d. exporter

96. Intermediary acting for a foreign principal

a. Factor **b. commission agent** c. broker d. importer

97. **_______** is a connecting link between buyer &seller

a. Agency b. factor **c. broker** d. consignee

98. **________** is employed to buy and sell goods at foreign location

a. Principal b. agent **c. commission agent** d. none of the above

99. **_________** is the person clearing goods for the importer

a. Factor **b. clearing agent** c. consignee d. broker

100. A person employed to do an act for another is **______**

a. Agent b. Principal c. Broker d. factor

UNIT I

1. Define communication.

   Communication is an exchange of facts, ideas, opinions

2. State any two importance of communication.

   Co-ordination within the organization, updating employees and motivating employees.

3. List out the principles of communication.

   Courtesy, clarity, completeness, conciseness, correctness.

4. Write down the advantages of oral communication.

   Saves paper work, saves money, communication clarity.

5. Show the negative aspects of written communication.

   Time consuming, higher cost, suitable only for literates.

6. What are the components of the process of communication?

   Sender, message, decoding, channel, receiver and feedback.

7. State the other name for informal communication.

   Geapevine is other name of informal communication.

8. Bring out the physical barriers.

   Time, Space, Place, Climate and Noise.

9. Show the different parts of a business letter.

   Heading, date, inside address, salutation, body, complimentary close, signature and enclosure.

10. What is mean by downward communication?

    It comes from superior to subordinates in a vertical fashion.

UNIT II

11. When traders write enquiry letters?

    They want to buy new goods, renew a contract under fresh terms and have better terms.

12. What is mean by unsolicited enquiry?

    Where a buyer takes the initiative to ask for information.

13. State the purpose of an enquiry letter.

    Know the availability of goods, current price and ensure purchase from cheap sources.

14. Show the difference between offer and quotation.

While a quotation is always furnished in response to an enquiry, an offer may or may not follow an enquiry.

15. List out the types of offers

    Firm offer and offer without engagement.

16. What is mean by offer?

    An offer is a proposal made by a person to do or to abstain from doing something.

17. State the main contents of an order letter.

    Description of goods, quantity, packing, mode of carriage and time and place of delivery.

18. Bring out the reasons for cancellation of orders.

    It Include insolvency of the customer, fall in market price.

19. Write down the cause for a complaint letter.

    Supply of inferior of goods, shortage in supply, delivery at wrong address.

20. What is mean by defective order?

    When an order letter is defective in some respects, it is called a defective order.

UNIT III

21. State the objectives os collection letter.

    To collect the overdue amount and to retain customer.

22. What is the main function of collection letter?

    It is not merely to collect money but to collect it painlessly.

23. List out the collection series.

    Remainder, enquiry, warning.

24. State the occasions to write circular letter.

    Opening of a new branch, new department, admission of a new partner, death of partner.

25. What are the characteristics of a circular letter?

    To covey the same information, generally printed, pleasantly worded.

26. What is mean by sales letter?

    A letter written with the immediate objective of inducing sales of merchandise or service is called sales letter.

27. Write down the purpose of a sales letter.

    Making direct sale, obtaining enquiries, testing the reaction of a customer.

28. Bring out the advantages of a sales letter.

Less expensive, more convenient and efficient.

29. Sketch the structure of a sales letter.

    Aim at attracting attention, creating desire, convincing the reader, motivational and action.

30. State the process of conducting interview.

    Establishing rapport, soliciting information, recording information

UNIT IV

31. State any two situations that demand correspondence with a bank.

    Opening a current account and request for an overdraft

32. Write down the two types of banking correspondence.

    Formatted letters and individual letters

33. What are the characteristics of banking correspondence?

    Courtesy, tact, conviction and to be intelligent

34. Bring out the types of insurance.

    Life insurance and non-life insurance

35. What are the included in insurance correspondences?

    Enquiring policy details, surrender value, notification of loss, revival of lapsed policy

36. List out the types of non life insurance.

    Fire insurance, marine insurance and general insurance

37. State the need for insurance.

    Insurance is a way of managing risks.

38. What are the importances of marine insurance policies?

    Valued policy, open policy, voyage policy and time policy.

39. Point out the situations relating to life insurance.

    Submission of proposal, assignment of policy, enquiry regarding terms and condition.

40. Who issued the letter of credit?

    A letter of credit is issued by a bank on its own branch or correspondent bank.

UNIT V

41. Who can appoint the agents?

    Manufacturers having a wide market for their goods generally appoint agents.

42. State the two types of application letter.

Solicited application letter and unsolicited application letter

43. What is the main objective of writing application letter?

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

44. What is mean by agency correspondence?

    Agency correspondence is the correspondence between the principal and the agent

45. Define Job Application Letter

    A letter of application is a message designed to inform the reader of your desire.

46. What is mean by solicited application letter?

    When is written in response to the advertisement given by the employer.

47. State the meaning for unsolicited application letter.

    If a company had not asked for **applications**, the **letter** is considered **unsolicited.**

48. Define resume.

    A resume is a persuasive summary of one’s qualifications for employment

49. Bring out the characteristics of good resume.

    Honesty, Cleanliness, Full disclosure, Brevity, Appropriate format, Updated information.

50. What are the factors to be considered in drafting a job application?

    Clear idea, planning, mentioning qualification and reference, courtesy, conciseness

UNIT I

1. Briefly explain the communication cycle.
2. Produce the need of a business letter?
3. Examine the importance of an effective business letter.
4. Write a note on physical appearance of a business letter.
5. State the disadvantages of upward communication

UNIT II

6. Briefly explain the types of enquiry?
7. Examine the sources of mistakes giving rise to Complaints?
8. Distinguish between offer and quotation.
9. State the points to be noted while writing an order letter.
10. How to write an effective collection letter?

UNIT III

11. Analyse the important guidelines to write an effective collection letter.
12. Briefly explain the circular letter?
13. State the objectives of sales letter.
14. Interpret the Application letter.
15. Discriminate the three P's that a sales correspondent must know.

UNIT IV

16. Briefly explain the types of banking correspondence.
17. Highlight the characteristics of banking correspondence.
18. State the points to be remember for drafting banking correspondence.
19. Analyse the insurance correspondence.
20. Write a short note on types of insurance.

UNIT V

21. What are the points to Remember for drafting an agency letter.
22. State the points to be covered in an application for a situation.
23. Briefly explain the form and content of An application letter.
24. Examine the types of application letter.
25. How to evaluate yourself for writing application letter.

UNIT I

1. Discuss the general principles of effective communication?
2. Explain the parts of a Business Letter.
3. Determine the essentials of an effective business letter?
4. Analyse the various types of communication barriers.
5. Explain the channels of communication.

UNIT II

6. Explain about the making status enquiry and replying to status enquiry.
7. Draft for ask a firm of furniture dealers to send their price list and catalogue.
8. Draft a letter. You have received an order for goods which you no longer stock. Write a tactful reply trying to get the customer interested in a substitute.
9. You have received from your suppliers some paper in a damaged condition. Write to them a letter of compliant emphasizing the need of greater care in filling the orders.(Goods received in a damaged condition).
10. Discuss about enquiry and order of business communication.

UNIT III

11. Explain the various stages of collection series.
12. Draft a circular letter announcing the opening of a branch in a city.
13. Analyse the functions of a sales letter
14. Draft a sales letter introducing a new scooter.
15. Discuss the application letter.

UNIT IV

16. Explain the insurance correspondence.
17. Draft a letter for requesting opening of a new account.
18. Draft a letter to your insurance broker to arrange for a floating policy to cover marine risks giving details of its working.
19. Draft a letter to a customer whose cheque is dishonored.
20. A letter from the policy holder opting surrenders his policy.

UNIT V

21. Analyse the applying for an agency

22. Draft an application letter along with your resume for the post of secretary of a large public limited company.
23. Draft a letter for the manufacture offers an agency.
24. Draft an application for the post of Assistant professor of commerce to the management committee, jawahar science college, Chennai.
25. Explain about the Agency Correspondence.