

BUSINESS COMMUNICATION (18UEC204)

K1 LEVEL QUESTIONS

UNIT -1

1. Communication is a _____

A. one-way process

B. two-way process.

C. three-way process.

D. four-way process

2. The main objective of communication is

A. information and persuasion.

B. skill and personality development.

C. control and management.

D. need.

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. _____ channel of communication called the grapevine.

A. formal.

B. informal.

C. horizontal.

D. vertical.

5. Examples of oral communication

A. letter.

B. e-mail.

C. telephone.

D. fax.

6. How to make audio-visual communication effective?

A. the pictures are colorful.

B. clearly written.

C. speak politely

D. silent.

7. Written communication includes

A. reports & forms.

B. interviews.

C. film.

D. speaking.

8. Communication saves time in

A. internal communication.

B. interview.

C. oral communication.

D. schedule.

9. The most important part of the letter is

A. the heading.

B. date

C. body of the letter.

D. postscript.

10. Normal salutation in chairman's speech will be

A. Ladies and Gentlemen.

B. Dear Sir.

C. Respected Sir.

D. Madame.

11. Telephonic conversation is a _____

A. verbal communication.

B. non-verbal communication.

C. visual communication.

D. written.

13. The inside address should be written

A. below the salutation

B. above the heading.

C. above the salutation.

D. above the date.

14. 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.

15. Pictures, slides, films fall under

A. body languages.

B. audio-visual communication.

C. reporting.

D. visual communication.

17. Salutation means

A. comes above inside address.

B. begins at left hand margin of the letter.

C. comes at the end of the letter.

D. comes in body of the letter.

19. A memo is an example for

A. internal communication.

B. external communication.

C. lateral communication

D. Written communication.

20. Gestures is an example for

A. body language.

B. grammar.

C. speeches

D. written.

UNIT-II

1. The term communis derived from _____ word.

A. Greek.

B. Latin.

C. Chinese.

D. English

2. Communication means information, feeling and thoughts, with others.

A. to receive.

B. exchange of.

C. conveying.

D. all the above.

3. Grapevine communication is associated with communication.

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 low-level employee

D. Among all.

5. Posters fall under communication.

A. oral.

B. visual.

C. written.

D. spoken.

6. Informal communication is otherwise known as communication.

A. grapevine.

B. lateral

C. visual.

D. horizontal.

7. Face-to-face communication is a

A. visual communication.

B. direct conversation.

C. oral communication

D. written.

8. Physical Barriers to communication are

A. time and distance.

B. interpretation of words.

C. denotations.

D. connotations.

9. Audio-Visual communication is most suitable form for mass and mass

A. publicity & education.

B. policies & political.

C. save & store.

D. Publicity & policies.

10. communication is the most popular means of transmitting message.

A. written

B. oral.

C. visual.

D. face-to-face.

11. The inside address is typed

A. right hand side.

B. left hand side.

C. right hand bottom.

D. last.

12. On it is possible to get immediate feedback

A. letter.

B. telephone.

C. e-mail

D. fax.

13. When Respected Sir is the salutation the appropriate complimentary clause is

A. Yours sincerely.

B. Yours faithfully.

C. Yours affectionately.

D. Yours lovingly.

14. Appropriate salutation for an application is

A. My Dear Sir.

B. Sir.

C. Dear Sir.

D. Sir Mr. X.

15. Margin to a letter is like

A. frame of a picture.

B. evidence for the communication.

C. engine to a machine.

D. borders.

16. Conciseness means

A. brevity.

B. courtesy.

C. coherence.

D. convincing.

17. Good punctuation will not involve

A. rereading.

B. ambiguity.

C. both.

D. misunderstanding.

18. A group discussion of are all if situation within a training environment is

A. discussion.

B. listening.

C. case study method.

D. all of the above.

19. Bad Listeners will make communication

A. good.

B. bad.

C. excellent.

D. rather favorable.

20. Subscription of a letter

A. contains principal message.

B. contains name and address of the receiver.

C. contains name and address of the sender.

D. Place and date.

UNIT-III

1. Postscript appears in a letter

A. in the beginning.

B. in the middle.

C. in the end.

D. never appears.

2. The possibility of misunderstanding at any step

A. brain drain.

B. output.

C. channel.

D. medium.

3. The information there receiver gets is called

A. message.

B. output.

C. input.

D. source.

4. Sources of information

A. old files.

B. observation.

C. meeting.

D. all the above.

5. Information about its products is information.

A. external.

B. internal.

C. planning.

D. deciding.

6. The usual forms of greetings used for unmarried women

A. Mr.

B. Mrs.

C. Madam.

D. Gentlemen.

7. _____ is the essential aspect of communication

A. enclosure.

B. letter.

C. telephone.

D. feedback.

8. Communication is the of _____ business.

A. Backbone.

B. lifeblood.

C. nervous system.

D. both(1)&(2).

9. The aim of should be the organization's betterment.

A. order.

B. warning.

C. suggestion.

D. Counseling.

10. Warning can be

A. general or specific

B. specific.

C. particular.

D. Completely general.

11. _____ is impersonal and professional

A. counseling

B. advice

C. suggestion

D. warning

12. _____ implies respect for there readers point of view.

A. consideration

B. order

C. courtesy.

D. none.

13. _____ are welcome, for it is not obligatory to accept them.

A. suggestion.

B. order.

C. courtesy.

D. complaint.

14. Communication is unsuitable for lengthy message.

A. oral.

B. written.

C. vertical.

D. audiovisual.

15. _____ may be less important for small business

A. letter-writing.

B. telephone.

C. e-mail.

D. fax.

16. _____ is a more powerful agent of persuasion and control.

A. speaker.

B. receiver.

C. speech.

D. decoder

17. _____ is quite of physical barrier to communication

A. noise.

B. interpretation of words

C. by passed instruction.

D. all of the above.

18. _____ refers to the special language of a trade.

A. jargon.

B. expression.

C. colloquialism.

D. suggestion.

19. Audio-Visual communication is

A. sight.

B. sound.

C. both(a)&(b).

D. noise.

20. _____ is the process of arriving at agreement through consultation

A. consensus

B. horizontal.

C. vertical.

D. upward.

UNIT-IV

1. Contents of offers and quotation are

A. details of product.

B. pleasing tone.

C. request for price.

D. request for trader's information.

2. _____ is the information as the sender wants to give the receiver

A. input

B. channel

C. message

D. output

3. The letter of acknowledgement

A. provides a record.

B. shows courtesy.

C. avoids misunderstanding

D. serves all the above purposes.

4. The letter should be based on

A. I attitude

B. you attitude

C. we attitude.

D. my attitude.

5. Communication networking any organization is

A. internal& external.

B. verbal& written.

C. oral& non-verbal.

D. feedback.

6. Informal communication is otherwise known as

A. person to person communication.

B. internal communication.

C. external communication.

D. Authoritative communication.

7. Facial expressions and gestures are known as

A. face to face communication.

B. oral communication.

C. both 1&2.

D. Multimedia communication.

8. Communication in an organization should ideally flow

A. from top to bottom.

B. from bottom to top.

C. both ways.

D. horizontally.

9. The official record of the proceeding of a meeting is known as

A. agenda.

B. minutes.

C. prospectus.

D. report.

10. The participants of a board meeting are

A. member.

B. directors.

C. member and directors.

D. outsiders

11. Minutes of resolutions is only resolutions

A. recorded.

B. development.

C. decision-making.

D. authenticated.

12. A report is a basic management tool used in

A. personality development.

B. decision making.

C. individual development.

D. Self-motivation.

13. Press reports refers to

A. reports in newspapers.

B. reports through letters.

C. oral communication.

D. written communication.

14. A concise and accurate record of the proceedings at a meeting is called as

A. resolution.

B. minutes.

C. invoice.

D. agenda

15. List of items of business to be considered at a meeting is called as

A. agenda.

B. dividend.

C. prospectus.

D. reports.

16. Minutes of a meeting are usually prepared by

A. secretary.

B. chairman.

C. shareholder.

D. laymen.

17. _____ reports are related to a single occasion or situation.

A. special.

B. periodic.

C. informal.

D. formal.

18. A collection letter is associate with

A. debtors.

B. creditors

C. company.

D. customers.

19. A report given by a secretary to the Marketing Director may be called as

A. formal.

B. informal.

C. oral.

D. personal.

20. _____ 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.

UNIT-V

1. The minute books are the book of the company.

A. subsidiary.

B. statutory.

C. obligatory.

D. secondary

2. Statutory Report is

A. an informal report.

B. not having legal sanction.

C. always a statistical report.

D. Formal report.

3. The official record of the proceeding of a meeting is called

A. minutes.

B. notice.

C. both 1&2.

D. notes.

4. A circular is a form of

A. oral communication.

B. face-to-face communication.

C. group communication.

D. visual communication.

5. Dunning letters are also called

A. collection letters.

B. letter of credit.

C. compliant letters.

D. Suggestion letters.

6. Letter of credit is issued

A. by bank.

B. by supplier.

C. by customer.

D. By public.

7. Circular letter is meant for

A. a communication.

B. personal communication.

C. secret communication.

D. Informal communication.

8. The exit communication takes place when an employee the organization.

A. enter into.

B. learning from.

C. both. (1&2).

D. leaves.

9. is a very conscious process of communication

A. warning.

B. order.

C. action.

D. education.

10. Business letter must possess the quality of

A. coherence.

B. incompleteness.

C. faultiness.

D. jargons.

11. The effective business letter must be

A. sender oriented.

B. reader oriented

C. company oriented.

D. business oriented.

12. _____ means the right use of putting in points or stops in writing.

A. exclamation.

B. semicolon.

C. comma.

D. full stop.

13. An informal report is usually in the form of a communication.

A. person to person.

B. many to one.

C. one to many.

D. company to company.

14. _____ reports are prepared and presented at regular and prescribed intervals

A. periodic reports.

B. special reports.

C. informal reports.

D. non-periodical reports.

15. _____ a basic management tool used in decision-making.

A. business letter.

B. report.

C. document.

D. specific reports.

16. _____ report can be denied at any time.

A. oral report.

B. written report.

C. business report.

D. formal report.

17. _____ is the list of words used in the reports.

A. conclusion.

B. glossary.

C. index.

D. reference.

18. _____ is the main part of the report.

A. conclusion.

B. recommendations.

C. description.

D. references.

19. Bio-data is enclosed with the following letter

A. sales letter.

B. application letter.

C. complaint letter.

D. collection letter.

20. What kind of information should be included in a resume

A. work experience.

B. education.

C. affiliation and membership.

D. letter of recommendation.

BUSINESS COMMUNICATION (18UEC204)

K2 LEVEL QUESTIONS

UNIT - I

1. What do you mean by written communication?

Written communication is the process of communication in which message or information is exchanged or communicated within sender and receiver through written form.

2. State the media of oral communication?

1. Speaking

2. Reading

3. Listening

3. Define communication.

According to C.G Brown " communication is the transfer of information from one person to another whether or not elicit, confidence, but the information transferred must be understood to the receiver.

4. What are the Channels of communication?

*** on the basis of organization structure**

*** on the basis of media use**

5. What are the elements of communication?

- **Sender**
- **Receiver**
- **Message**
- **Channel of communication**

- **Feedback**

6. Who is a Sender?

Sender is a person who send message

7. List out any five kinds of business letter.

Sales letters, Circular letter, Collection letter, Offers and acceptance, credit and status enquiry.

8. What is communication?

The word " communication is derived from the Latin word, communico which means to share, idea, thoughts etc....

9. write any three objectives of communication?

- **Advice**
- **Information**
- **Education**

10. What is communication clarity?

A communication is said to have clarity when it is expressed and transmitted to the receiver in an understandable manner.

UNIT-II

1. What are the classifications of enquiry letters?

- **Enquiry asking for a favour**
- **Indian queries containing sales possibilities**

2. Write any two general points that should be remembered while writing a letter of enquiry.

- **Description of goods**
- **Price time and place of delivery**

3. List out the contents of an order letter.

- **Types of the goods**
- **Price of the goods**
- **Quantity of the goods**
- **Acknowledgement of the quotations**

4. What is an order?

The order is the direction given by the buyer to the seller to dispatch or delivery the goods in accordance with the accepted terms and conditions.

5. Write some of the merits of the printed order form.

- **This is time and labour of the correspondent or his typist**
- **They can be conveniently kept in a file and hence available for easy reference**

6. What is a credit?

Credit has become a powerful instrument in a bonded business industries and trade have expanded rapidly because of the credit agreement between the buyer and the sellers.

7. What is favourable reply?

Writing a favourable reply requires no special care and caution. All that is to be done is to express satisfaction with the credit standing of the customer

8. What are the points to be remember before allowing credit to the customer?

- **His character**
- **His capacity**
- **His capital**
- **His business conditions**

9. What is solicited letter of enquiry?

The solicited enquiry is written in response to advertisement and general offers made by the sellers.

10. List of various stages in the credit enquiry letter.

- **Request to the customers for giving references**
- **Customers letter furnishing the reference replies from the referees**
- **Status enquiry letter**
- **Letter granting or refusing the credit**

UNIT-III

1. Write the classifications of adjustment letters.

- **Letter granting the adjustment**
- **letter refusing the adjustment**

2. What are the causes for complaints?

Supply of the inferior goods supply of the wrong goods delivery of damaged goods unjustifiable delay in the execution of orders mistakes in calculations.

3. Write some of the stages in collection letter.

- **Reminders**
- **Stronger reminders**
- **Inquiry and discussion**
- **Appeal and urgency**
- **Demand and warning.**
- **Sending statement of account**

4. What is circular letter?

A circular letter can be defined as a letter containing a formal message address to a large number of customers.

5. Write some of the situations for writing a circular letter.

- **Admission of a partner**
- **Death retirement of a partner**
- **Change in the address of the place of a business**
- **Purchase of a business**
- **Obtaining the agency.**
- **Establishment of a new business**

6. What is the sales letter?

A sales letter can be defined as a letter written with a view to affecting the sales of merchandise or service

7. Write the structure of the sales letter.

Attract the reader attention create a desire for the product and service conveyance the reader that the product or service is the best of its kind motivate action.

8. What is collection letter?

Collection letter refers to a series of letters written again and again for the settlement of account.

9. List out some of the purpose of a good letter of complaint?

- **Describing the error**
- **Getting the error corrected**
- **Maintaining good will and future business relations**

10. Write some of the objectives of the circular letter.

- **To make the reader interested in their content**
- **To gain the confidence of the reader.**

UNIT-IV

1. What are the classifications of report?

Formal report and informal report

2. What are the statutory duties of the secretary?

The statutory duty of the secretary arises out of his position as mentioned in different status example companies Act income tax Act stamp act etc.

11. List out some of the contents to be noted in notice.

- **Description of the meeting**
- **Date of the meeting**
- **Date time and place of the meeting**
- **Nature of the business**

3. Define minutes.

The term minutes can be defined as the written record of the business done at time meeting example resolutions and decision of the meeting.

4. What is agenda?

Agenda is prepared before the meeting.

5. What are the hints for writing a minute?

- **Heading of the minutes**
- **Name of the members present**
- **Subheading of the business**
- **Dates and figures**

6. Who is Secretary?

He is the principle officer of the company.

7. What are types of minutes?

1. Minutes of resolution

2. Minutes of narration

8. Define report.

According to C.A Brown report is a communication from someone who has some information to someone who wants to use the information.

9. What are the stages in interview?

- **Preliminary stage**
- **The opening**
- **The interview**
- **Closing**
- **Post interview activities**

10. List out some of the types of interview

- **Free interview**
- **Depth interview**
- **Group interview**
- **Group discussion interview**
- **Stress interview**
- **Structured interview**

UNIT-V

1. What is resume?

Resume can be used for a variety of reasons but most often they are used to secure new employment.

2. How do you address an application letter?

The first part of your application letter should include your contact address as well as the prospective employer's in this manner. Dear Mr. /Ms. last name. In the event that you don't know the name of the person you're addressing the letter to, you can write your salutation as Dear (position).

3. What is a formal application?

The Formal Application Letter must Contain the full and official name of the applicant. Be signed by the owner, when applying as an individual or sole proprietorship; all. partners, when applying as a partnership; or an authorized officer(s), when applying as an organization such as a company or a corporation.

4. What is job application letter?

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume

5. What are the qualities of a good speech?

The following five essential qualities of all public speakers will bolster your presentations to inspire, influence and make a consequential impact on your audience.

- **Confidence.**
- **Passion.**
- **Introspection and Self-Awareness.**
- **Being Yourself.**
- **Engagement with your Audience.**

6. What is good speech?

Good speech making is good conversation. A speaker who thinks that a great speech is delivered in speaker-performance-mode is making a big mistake.

7. What is individual report?

Individual reports provide our customers with that basic information necessary to verify with whom one is dealing, and may also be utilised to monitor existing customers to ensure continued safe and secure trading.

8. What is the purpose of business report?

“A business report conveys information to assist in business decision-making. The business report is the medium in which to present this information. Some reports

might present the actual solution to solve a business problem; other reports might record past information that is used toward future business planning.

9. What are the characteristics of good speech?

Dynamism is an important quality of a good speech. There must e variation in style, tone, voice, approach depending on the situation and timing otherwise audience will lose their attention and will suffer form monotonous presentation.

10. What is an interview simple definition?

An interview is a conversation where questions are asked and answers are given. In common parlance, the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee.

BUSINESS COMMUNICATION (18UEC204)

K3 LEVEL QUESTIONS

UNIT – I

1. Explain the need for business letters.
2. List of the objectives of communication.
3. Explain the principles of communication.
4. List out the functions of business letter.
5. Briefly explain the elements of communication.

UNIT-II

1. Briefly explain the types of enquiry letters.
2. Draft a letter cancelling the order placed some days here give reason for the cancellation.
3. List out the situations in which letter of enquiry sent.
4. Explain the content of an order letter.
5. Write a short note on execution of an order and cancellation of an order.

UNIT-III

1. List out the causes for complaint.
2. Explain the kinds of adjustment letter.
3. List of the various stages in collection.
4. Draft a sales circular letter for new electric shaving machine.
5. Discuss briefly the strategies that are adopted for different customers to collect the dues.

UNIT-IV

1. Discuss the duties of a company secretary.
2. Write a note on the various types of secretarial correspondence.
3. Draft a report by the works manager of the company to his directors about the fire accident occurred in the factory.
4. Enumerate the legal provision regarding the notice of minutes.
5. Write note on Report Writing.

UNIT-V

1. List out the steps for writing an application letter.
2. Briefly explain the individual report.
3. List out the procedures for preparing a resume.
4. Explain the techniques of various types of interview.
5. Draft an application for the post of the sales executive in Reliance Company.

BUSINESS COMMUNICATION (18UEC204)

K4 LEVEL QUESTIONS

UNIT- I

1. Discuss the channels of communication.
2. List of the barriers to communication.
3. Discuss the qualities of a business letter.
4. Explain the structure and layout of a business letter.
5. List out the importance of effective business communication.

UNIT- II

1. List out the points to be kept in mind while writing a letter of enquiry
2. Briefly explain the stages in credit enquiry
3. Explain the various sources from which information about the customers are collected
4. You have received the names of two referees from a new customer write a letter to one of these referees inquiring about the financial position of the prospective customer.
5. Write brief note on trade enquiry.

UNIT- III

1. Draft a collection series, four in number, beginning with the formal notification of the debit and ending with the hint that legal proceedings.
2. List about the points to be kept in mind while drafting a sales letter.
3. Draft a circular letter announcing the opening of new branch.

4. Discuss the purpose of a good letter of complaint.

5. Explain the E-mail ethics.

UNIT- IV

1. Discuss the various roles of company secretarial correspondence.

2. Explain how to prepare a agenda before meeting.

3. List out the content to be stated in the notice.

4. Explain how to prepare minutes.

5. List out the some of the steps in report writing.

UNIT- V

1. Explain the objectives of an interview?

2. Examine the importance and role of curriculum vitae in Job Hunting.

3. Explain the characteristic of good speech.

4. Discuss about business report presentation.

5. Write note on individual report presentation.