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

2. Impact of Technology Enabled Communication -

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

7) -------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

8) -------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

9) 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

10) -----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

3. Communication at Work Place –

Channels of Communication

11) 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

12) 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

13) The flow of communication within the organization among its employees is called --------
   channel of communication.

   a) Outward   b) Inward   c) External   d) Internal

14) --------communication is the authority-based communication, it is official and flows
   through the line of authority.

   a) External   b) Inward   c) Formal   d) Informal

15) The downward and upward movement of communication are collectively known as --------
   communication.

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

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

 Methods of Communication and Business Etiquette

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

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

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

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

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

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

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

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

20) – is type of oral communication.

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

-

4. Business Ethics -

21) ----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

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

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

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

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

24) --- 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

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

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

5. Problems in Communication /Barriers to Communication -

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

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

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

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

28) --------------is a physical barrier.

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

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

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

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

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

6. Listening -

31) Listening is -----activity and hearing is physical activity.

    a) External   b) Individual   c) Personal d) mental

32) Perception of sound, interpretation, evaluation and action are the four stages of the process of ------.

  a) Communication b) Hearing   c) listening d) Suggestion scheme

33) -------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

34) --------, according to researchers of communication, is the earliest language skill that develops in a child.

    a) Listening b) Speaking c) Writing d) Reading

35) 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

Unit 2: Business Correspondence -

1. Theory of Business Letter writing:

36) The ------consists of the full name and registered address of the company.

 a) Letter Head b) Dateline c) Inside address d) Signature Block

37) ------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

38) The -------is located at the end of the letter.

 a) Letter Head b) Dateline c) Inside address d) Signature Block

39) For a very private and /or important message one should use the -------notation.

   a) Letter Head b) Dateline c) Inside address d) Confidential

40) The signature block occurs just below the -----.

   a) Complimentary close b) Letter Head c) Dateline d) Inside address

41) ------is the address of the receiver of the letter.

   a) Inside address b) Subject line c)   Enclosure d) Letter Head

42) Sir/Madam is very formal -----.

 a) Salutation b) Complementary Close   c) Signature d) CC

43) 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

44) September 9, 2020 is the -------way of writing the date in a formal letter.

   a) Indian   b) American   c)   British   c) Spanish

45) ---------part of the letter authenticates a letter.

   a) Salutation   b) Complementary Close   c) Signature   d) CC

Unit- 3 : Language and writing skills

1 . Commercial Terms Used in Business communication

46) ------means flexible working time.

   a)   Open door policy   b) Flexi time   c) Flat time   d) time zone

47) ------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

48) ------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

49)   ----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

50) -----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