

# PROGRAM

438/Eng

SKBU/UG/4th Sem/Eng/RT404/21

## U.G. 4th Semester Examination - 2021

### ENGLISH

Course Code : BENGSE404

Course Title : Business Communication

Full Marks : 50

Time : 2 Hours

*The figures in the right-hand margin indicate marks.*

Answer all the questions by choosing correct alternative:

2×25=50

1. The main objective of communication is:
  - a) Information and persuasion.
  - b) Skill and personality development.
  - c) Control and management.
  - d) Need
2. Gossip and rumour are part of \_\_\_\_\_ communication.
  - a) Formal
  - b) Informal
  - c) Horizontal
  - d) Vertical.
3. Examples of oral communication \_\_\_\_\_.
  - a) Letter.
  - b) E-mail.
  - c) Telephone.
  - d) Fax.

4. Which one is an effective audio-visual communication?
  - a) Cinema
  - b) Television.
  - c) Drama
  - d) All of the above.
5. Advantage of written communication
  - a) Save time.
  - b) Save money.
  - c) Permanent record
  - d) Neat
6. \_\_\_\_\_ is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts.
  - a) Memo
  - b) Notice
  - c) Circular
  - d) Publicity
7. \_\_\_\_\_ are usually the least formal method of written communication within the workplace and will usually include various notices or information relating to welfare and safety issues;
  - a) Manuals
  - b) Memos
  - c) Letters
  - d) Circulars
8. Physical Barriers to communication are \_\_\_\_\_
  - a) Time and distance.
  - b) Interpretation of words.
  - c) Denotations.
  - d) Connotations.

[Turn Over]

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9. Which of the following is not a compulsory part of a business letter?
- a) Salutation                      b) Close  
c) Attention line                  d) Body
10. Arriving ahead of time for a meeting is an example of :
- a) Feedback  
b) Body language  
c) Non-verbal communication  
d) Verbal communication
11. Which of the following indicates the correct sequence of the elements of communication in the communication process?
- a) Sender, Receiver, Channel, Message, Feedback  
b) Receiver, Feedback, Sender, Message, Channel  
c) Sender, Channel, Message, feedback, Receiver  
d) Sender, Message, Channel, Receiver, Feedback
12. "The concept the individual has of himself as a physical, social and spiritual or moral being" is:
- a) Self esteem                      b) Self perception  
c) Self concept                      d) Stereo typing

13. Chronemics is also known as\_\_\_\_\_language.
- a) Space                              b) Time  
c) Body                                d) Eye
14. \_\_\_\_\_ is the interpretation of sensory data so as to gather meaningful ideas.
- a) Sensation                        b) Retention  
c) Perception                        d) Cognition
15. Transactional analysis (TA) was developed by:
- a) Elton Mayo                        b) Weber  
c) Maslow                              d) Eric Berne
16. Communication through news papers and television are known as:
- a) Group communication  
b) Interpersonal communication  
c) Mass communication  
d) None of these.
17. \_\_\_\_\_ communication refers to the communication between a superior and a subordinate through scalar chain.
- a) Wheel communication  
b) Chain communication  
c) Circular communication  
d) Free flow communication.

18. Which of the following is /are element of body of a business report?
- a) Glossary                      b) Cover letter  
c) Recommendation      d) Executive summery
19. A synopsis of the most relevant professional experiences you have for the particular job for which you are applying.
- a) Resume                      b) Curriculum vitae  
c) Application letter      d) Hand-outs
20. Which is NOT one of the three purposes for giving oral presentations?
- a) To persuade                      b) To debate  
c) To build goodwill      d) To inform
21. \_\_\_\_\_ indicates the hierarchy of topics and their sequences.
- a) Appendix                      b) List of references  
c) Bibliography                      d) Table of contents
22. The purpose of a \_\_\_\_\_ is to help the management identify the reasons underlying a situation that management already know.
- a) Report                      b) Memos  
c) Letters                      d) Circulars

23. In \_\_\_\_\_ layout of letter, every line begins at left margin and thus makes each paragraph look like a distinct block of message.
- a) Full block                      b) Semi-block  
c) Simplified                      d) All the above.
24. \_\_\_\_\_ is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts.
- a) Memo                      b) Notice  
c) Circular                      d) Publicity
25. \_\_\_\_\_ is talking to oneself in one's own mind such as soliloquies, asides in dramatic work etc.
- a) Dialogue  
b) Interpersonal communication  
c) Intrapersonal communication  
d) Unilateral communication.