

U.G. 4th Semester Examination - 2022**ENGLISH****[PROGRAM]****Course Code : BENGSERT 404****Course Title : Business Communication**

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate marks.

Answer **all** the following questions by choosing the correct alternative out of four options: $2 \times 25 = 50$

1. The most important goal of business communication is _____.
 - a) Organizational goodwill
 - b) Receiver response
 - c) Receiver understanding
 - d) Favorable relationship between sender and receiver
2. Which method is good for taking leave in the office?
 - a) Website
 - b) Notices/posters
 - c) e-mail
 - d) Business meetings

3. Communication starts with:
 - a) Encoding
 - b) Sender
 - c) Channel
 - d) Feedback
4. Which of the following combination is/are example/s of oral communication?
 - a) Meetings, memos and presentations
 - b) Meetings, memos and performance reviews
 - c) Meetings, presentations and performance reviews
 - d) All the above
5. Which of the following combination is/are example/s of written communication?
 - a) Letters and voicemail
 - b) Reports and email
 - c) Circulars and voicemail
 - d) All the above
6. Posters fall under _____ communication.
 - a) Oral
 - b) Visual
 - c) Written
 - d) Spoken

7. Physical Barriers to communication are _____
- Time and distance
 - Interpretation of words
 - Denotations
 - Connotations
8. Communication is derived from a Latin word 'Communis' which means
- Community
 - Share
 - Common
 - Marxist
9. Which type of feedback supports student development from their current level of achievement?
- Specific Feedback
 - Descriptive Feedback
 - Non-Specific Feedback
 - None of the above
10. If there is the absence of feedback then it will lead to _____.
- Mistrust
 - Communication Barrier
 - Interference
 - None of the above
11. _____ is an instance of non-verbal communication.
- A speech
 - Proximity
 - A notice
 - An e-mail
12. Sending a letter is which type of communication?
- Listening
 - Writing
 - Speaking
 - Reading
13. Appeals and representations are used in _____ communication.
- grapevine
 - horizontal
 - upward
 - downward
14. Effective professional correspondence uses an appropriate style, clear and concise language, and _____.
- the active voice
 - the passive voice
 - open punctuation
 - mixed punctuation
15. Our address and phone number are shown on our _____.
- snailmail
 - postage
 - letterhead
 - salutation

16. Which of the following is a correct dateline for a business letter?
- a) Aug 20 1998 b) August 20, 1998
c) August, 20, 1998 d) 20-Aug-98
17. _____ is not one of the 7 Cs of communication:
- a) clarity b) correctness
c) conciseness d) character
18. Which of the following is accomplished initially while planning a report?
- a) Preparing a work plan
b) Identifying the sequence in which tasks should be performed
c) Defining purpose
d) None
19. The formal greeting with which a business letter begins is called _____.
- a) salutation b) body copy
c) subject d) reference

20. When a group agrees to support and commit to the decision of the group, they have reached _____.
- a) a census b) a consensus
c) a solution d) an analysis
21. _____ is the permanent records for business.
- a) Ledgers b) Business letters
c) Production reports d) All of the above
22. A message can only be deemed effective when it is _____.
- a) communicated face-to-face
b) repeated back as proof of understanding
c) delivered with confidence
d) understood by others and produces the intended results
23. What writing style is usually used in reports?
- a) Personal and critical
b) Emotive and judgmental
c) Objective and detached
d) Subjective and detached

24. Any factor which disturbs, confuses, or interferes with the communication of a message is known as _____.

- a) Inaccurate decoding
- b) Noise
- c) Disturbance
- d) Inaccurate encoding

25. Different components of the presentation that attract the attention of audience are:

- a) Hand-outs
- b) Cue-cards
- c) Attention grabbers
- d) None of these
