



Dr.G.R.Damodaran College of Science

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CRISL rated 'A' (TN) for MBA and MIB Programmes

I B.COM(IB)

(2017-2020)

I SEMESTER

CORE:BUSINESS COMMUNICATION1-117B

Multiple Choice Questions.

1. Communication through words is called-----

- A. verbal communication
- B. Fidelity
- C. non verbal communication
- D. grapevine communication

ANSWER: A

2. Communication without words spoken or written is called -----

- A. grapevine communication
- B. verbal communication
- C. feedback
- D. non verbal communication

ANSWER: D

3. Down ward communication flows from ---- to ----

- A. Upper to lower
- B. Lower to upper
- C. Horizontal
- D. Diagonal

ANSWER: A

4. Horizontal communication takes place between -----

- A. superior to subordinate
- B. subordinate to superior
- C. employees with same status
- D. none of these

ANSWER: C

5. Appeals and representations are used in ----- communication

- A. horizontal
- B. downward
- C. upward
- D. grapevine

ANSWER: C

6. ----- is a written or typed communication sent through a telex machine

- A. fax
- B. e mail
- C. circular
- D. advertisement

ANSWER: A

7. Kinesics studies-----

- A. space
- B. time
- C. stress
- D. body language

ANSWER: D

8. The study of communication through touch is -----

- A. chronemics
- B. haptics
- C. proxemics
- D. semantics

ANSWER: B

9. The formal greeting with which a business letter begins is called--

- A. reference
- B. subject
- C. salutation
- D. body copy

ANSWER: C

10. When working to create and maintain a favorable relationship with a receiver, a sender should

- A. do just what the receiver expects.
- B. impress the receiver by using technical terms.
- C. stress mutual interests and benefits.
- D. use positive wording.

ANSWER: D

11. Which of the following terms best describes the grapevine as a communication pattern?

- A. Diagonal
- B. Informal
- C. Serial
- D. Verbal

ANSWER: B

12. Interaction between three to twelve people who share a common goal, a sense of commitment, and who attempt to influence one another is known as

- A. business communication.
- B. small-group communication.

- C. personal communication.
- D. rhetorical communication.

ANSWER: B

13. When a group agrees to support and commit to the decision of the group, they have reached
- A. a consensus.
 - B. a census.
 - C. a solution.
 - D. an analysis.

ANSWER: A

14. Organizations hiring hundreds of new employees every year must adopt a more ----- towards the recruiting process.

- A. systematic approach
- B. organizational approach
- C. . direct approach
- D. indirect approach

ANSWER: A

15. Screening stage,--- stage and final stage are the three stages of interview process

- A. collection
- B. opportunity
- C. selection
- D. all of the above

ANSWER: C

16. An effective oral presentation process follows _____ steps.

- A. 3
- B. . 4
- C. 5
- D. 6

ANSWER: A

17. _____ interviews help recruiters see how you handle yourself under pressure.

- A. Situational
- B. Stress
- C. . Group
- D. Formal

ANSWER: B

18. Which one of the following is not the part of five stages of negotiation?

- A. Gather information that helps you
- B. Discussion, Proposals.
- C. To negotiate the Issue, Confirmation
- D. Exchanging greeting

ANSWER: D

19. Collection letter should be written with the assumption that most of the people will:

- A. Pay
- B. Ignore
- C. Not pay
- D. Delay

ANSWER: A

20. Choose ----- if you want to put the date and closing in the center of the page

- A. justified
- B. modified block format
- C. Block format
- D. spelling

ANSWER: B

21. Set off the list of Do and Donts by using-----

- A. Body
- B. letter heads
- C. Bullets
- D. Formal

ANSWER: C

22. The envelope indicated that there was , ----- but in fact there was only a letter inside

- A. an enclosure
- B. a sender
- C. A salutation
- D. an indent

ANSWER: A

23. The ----- of the first paragraph was optimistic, so I wasn't expecting the bad news in the middle

- A. tone
- B. Active Voice
- C. Direct mail
- D. Punctuation

ANSWER: A

24. Our address and phone number are shown on our -----

- A. letterhead
- B. snailmail
- C. postage
- D. salutation

ANSWER: A

25. . In block text format, you do not -----each paragraph

- A. . indent
- B. punctuation
- C. margin
- D. transition

ANSWER: A

26. Which of the following is a correct dateline for a business letter?

- A. August, 20, 1998
- B. Aug. 20, 1998
- C. August 20, 1998
- D. Aug. 20 1998

ANSWER: C

27. The most modern letter style is

- A. modified-block
- B. full-block
- C. simplified.
- D. block.

ANSWER: C

28. Editing involves checking a document for factual accuracy, logical flow, conciseness, and

- A. spelling.
- B. format errors
- C. clarity and tone.
- D. grammar.

ANSWER: C

29. A basic rule for using a plural in medical terms is that with terms ending in

- A. um, add an a.
- B. us, add an i
- C. a, keep the a and add e.
- D. is, keep the is and add es.

ANSWER: C

30. Which letter style uses open punctuation and is too informal to use in a medical office?

- A. modified-block
- B. simplified
- C. full-block
- D. block

ANSWER: B

31. Formatting, data, and _____ errors can occur when preparing a document

- A. content
- B. mechanical
- C. language
- D. technical

ANSWER: B

32. Effective professional correspondence uses an appropriate style, clear and concise language, and

- A. the passive voice.
- B. the active voice.
- C. open punctuation
- D. mixed punctuation

ANSWER: B

33. Which of the following is not part of a cover letter?

- A. salutation
- B. return address
- C. references
- D. close

ANSWER: C

34. The first goal in writing a business letter is to get the recipients

- A. address
- B. attention
- C. services
- D. trade

ANSWER: A

35. One fundamental of effective writing is to put the key information at the beginning.

- A. case
- B. example
- C. principle
- D. situation

ANSWER: C

36. Avoid down the beginning of the letter with abundant information of which the reader is already aware, however

- A. gearing
- B. setting
- C. weighing
- D. writing

ANSWER: C

37. Effective writing is reading that makes the recipient want to read further

- A. affected
- B. effortless
- C. effusive
- D. offensive

ANSWER: B

38. Try to aim for a style, but without employing bad grammar, slang, or otherwise questionable English.

- A. controversial
- B. convenient
- C. conventional
- D. conversational

ANSWER: D

39. A good business letter is simple and straightforward without being simplistic or

- A. panoramic
- B. paternal

- C. patriotic
- D. patronizing

ANSWER: D

40. The conclusion or ending paragraph should bring the communication to a polite and close.

- A. businesslike
- B. interminable
- C. measurable
- D. subtle

ANSWER: A

41. Letters that please the receiver are called

- A. Yes letters
- B. routine letters
- C. invitation letters
- D. good-news letters

ANSWER: D

42. Form letters are also known as

- A. formal letters
- B. circular letters
- C. persuasive sales letters
- D. bad news letters

ANSWER: C

43. A memorandum (memo) is considered a brief form of written communication for

- A. legal use
- B. formal use
- C. internal use
- D. external use

ANSWER: C

44. Simplicity in writing means essentially

- A. plainness
- B. the use of simple sentences
- C. the use of simple tense
- D. the use of simple words

ANSWER: A

45. Good business letters are characterized by the following personal quality of the writer

- A. seriousness
- B. humour
- C. sincerity
- D. formality

ANSWER: C

46. The simplified style business letter has

- A. indentation

- B. a complimentary close
- C. a subject line
- D. a salutation

ANSWER: C

47. Modern business letters are usually written in

- A. simplified style
- B. indented style
- C. full-block style
- D. semi-block style

ANSWER: C

48. . In circular letters personal interest is created by using the word -----.

- A. You
- B. Our customers
- C. Everybody
- D. Dear customers

ANSWER: A

49. -----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

- A. Periodic reports
- B. Formal reports
- C. Progress reports
- D. Conference reports

ANSWER: A

50. ----- reports are usually short messages with natural, casual use of language.

- A. Conference
- B. Periodic
- C. Informal
- D. . Formal

ANSWER: C

51. . Proposal should be written in a

- A. Future tense
- B. Past tense
- C. Present tense
- D. Present continuous

ANSWER: A

52. The form of communication used most of the time for written messages to persons inside your organization is called

- A. Memorandum
- B. Business letter
- C. Pamphlet
- D. Adjustment letter

ANSWER: A

53. How unnecessary repetition should be treated for successful business message?

- A. adopted
- B. avoided
- C. adapted
- D. submitted

ANSWER: B

54. Feedback is a listeners

- A. verbal critique of your message
- B. aversion to a message.
- C. acceptance of a message.
- D. verbal or nonverbal responses to a message

ANSWER: D

55. To decode a message is to

- A. translate ideas into code
- B. interpret a message.
- C. reject a message
- D. evaluate a message.

ANSWER: B

56. Feedback can come in the form of

- A. environmental noise.
- B. nonverbal communication only.
- C. verbal communication only
- D. verbal and nonverbal listener responses.

ANSWER: B

57. In the communication process, a receiver is the person who encodes an idea. message interference. a message pathway. the person who decodes a message.

- A. the person who encodes an idea.
- B. message interference
- C. a message pathway
- D. the person who decodes a message

ANSWER: D

58. Noise does the following

- A. focuses wandering thoughts
- B. enhances a message
- C. distorts or interferes with a message.
- D. causes listeners to listen to messages more carefully.

ANSWER: C

59. An example of a communication channel is

- A. face-to-face conversation.
- B. feedback
- C. context.

D. noise.

ANSWER: A

60. Which of the three components are part of the human communication process?

- A. Message, noise, feedback
- B. Message, recording, feedback
- C. Noise, feedback, jargon
- D. Feedback, message, critiquing

ANSWER: A

61. In interpersonal communication, ethics

- A. are important.
- B. stand in the way of honesty.
- C. increase barriers to understanding
- D. are not a consideration

ANSWER: A

62. Which of the following is an example of a nonverbal message?

- A. Yelling
- B. Eye contact
- C. Jargon
- D. Mumbling

ANSWER: B

63. The ability to communicate effectively

- A. is a natural talent that cannot be learned.
- B. depends on the education level of those around you.
- C. can be learned.
- D. depends on not using technology to send messages

ANSWER: C

64. If something is said in error, it must be understood that interpersonal communication is

- A. forgettable
- B. reversible.
- C. irreversible.
- D. forgivable.

ANSWER: C

65. A message can only be deemed effective when it is

- A. repeated back as proof of understanding
- B. communicated face-to-face.
- C. delivered with confidence
- D. understood by others and produces the intended results

ANSWER: D

66. Learning to communicate with others is key to

- A. winning the approval of everyone around you
- B. establishing rewarding relationships.

- C. never being misunderstood.
- D. eliminating all of your listeners' physiological noise

ANSWER: B

67. Encoding is important because it

- A. Produces messages.
- B. guarantees that one's message will be decoded.
- C. eliminates noise.
- D. encourages listener feedback

ANSWER: A

68. Rumours would most likely flourish in situations where there is:

- A. strong leadership.
- B. mutual trust.
- C. anxiety and ambiguity.
- D. planned and well communicated change

ANSWER: C

69. _____ is used to provide feedback to higher-ups, inform them of progress toward goals, and relay current problems.

- A. Interpersonal communication
- B. Upward communication
- C. Directional communication
- D. Occupational communication

ANSWER: B

70. Which of the following is not a barrier to effective communication?

- A. language
- B. defensiveness
- C. filtering
- D. channel richness

ANSWER: D

71. When communicating with people from a different culture it is best to assume

- A. differences until similarity is proven
- B. similar interpretation of symbols
- C. similar understanding of ideas
- D. people are all the same

ANSWER: A

72. In general, human beings are

- A. indifferent communicators
- B. perfect communicators
- C. good communicators
- D. poor communicators

ANSWER: D

73. The word communication is derived from communis (Latin) which means:

- A. common
- B. community
- C. message
- D. oral speech

ANSWER: A

74. Meta-communication relates to the speakers
- A. unintentional choice of both words and dress
 - B. intentional choice of dress
 - C. unintentional choice of words
 - D. intentional choice of words

ANSWER: C

75. Generally speaking, in business we communicate
- A. to both persuade and inform
 - B. only to persuade
 - C. only to inform
 - D. only to entertain

ANSWER: A

76. Effective communication is essentially a
- A. both a one-way and a two-way process
 - B. two-way process
 - C. one-way process
 - D. three-way process

ANSWER: A

77. As a process of sharing thoughts and ideas, communication suffers mainly from
- A. both physical and non-physical barriers
 - B. non-physical barriers
 - C. gender differences
 - D. physical barriers

ANSWER: D

78. ___ is not one of the 7 Cs of communication:
- A. conciseness
 - B. correctness
 - C. clarity
 - D. character

ANSWER: D

79. Human communication is essentially
- A. perfect
 - B. imperfect
 - C. short-lived
 - D. emotional

ANSWER: B

80. In business, the purpose of writing is mainly to

- A. entertain
- B. Both inform and persuade
- C. persuade
- D. inform

ANSWER: B

81. Informative writing focuses primarily on the

- A. writer
- B. reader
- C. latest news
- D. subject under discussion

ANSWER: D

82. In writing business letters, one has to be

- A. dull
- B. formal
- C. conventional
- D. friendly

ANSWER: D

83. The principles of effective writing include

- A. accuracy
- B. brevity
- C. clarity
- D. brevity, clarity and accuracy

ANSWER: D

84. In a sentence, the verb agrees in number and person with its

- A. preposition
- B. object
- C. adverb
- D. subject

ANSWER: D

85. In issuing instructions, one should avoid the:

- A. subjunctive form
- B. passive voice
- C. imperative form
- D. active voice

ANSWER: B

86. Exchange of ideas between two or more persons is

- A. Understanding
- B. Telling
- C. communication
- D. listening

ANSWER: C

87. If there is no receiver, there is no

- A. communication
- B. sender
- C. Message
- D. Media

ANSWER: A

88. Which is not the type of communication channel

- A. Speaking, listening
- B. Writing, reading
- C. Visualizing, observing
- D. Thinking, acting

ANSWER: D

89. . Communication without words is called

- A. Non- verbal communication
- B. Verbal
- C. Oral communication
- D. Written communication

ANSWER: A

90. When a receiver receives a message, they must first _____ the symbols.

- A. Decode
- B. Understand
- C. Filter
- D. Listen to

ANSWER: A

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

- A. Noise
- B. Inaccurate encoding
- C. Inaccurate decoding
- D. Disturbance

ANSWER: A

92. All of the following are types of communication except

- A. command communication.
- B. downward communication.
- C. upward communication
- D. horizontal communication.

ANSWER: A

93. Communication between departments or functional units of companies is known as

- A. department communication.
- B. upward communication.
- C. command communication
- D. horizontal communication.

ANSWER: D

94. Raised eyebrows and shrugs are examples of

- A. body language.
- B. cross-cultural communication
- C. poor communication.
- D. good communication.

ANSWER: A

95. All of the following may be used in nonverbal communication except

- A. cue cards
- B. costumes.
- C. office decor.
- D. artifacts.

ANSWER: A

96. All of the following might be involved in nonverbal communication except

- A. touch.
- B. facial expressions.
- C. gestures.
- D. phone messages.

ANSWER: D

97. All of the following might be used to improve organizational communication except

- A. surveys and feedback
- B. management training.
- C. filtering.
- D. TV networks.

ANSWER: C

98. All of the following are necessary for communication except

- A. senders.
- B. receivers.
- C. filters.
- D. messages.

ANSWER: C

99. Lack of openness in communication

- A. reduces employee satisfaction
- B. has no effect on employee satisfaction.
- C. reduces management satisfaction.
- D. shows good management control.

ANSWER: A

100. What is necessary for effective communication to occur?

- A. the right environment, the right people, a message in a timely manner
- B. the right information, the right environment, feedback
- C. the right people, the right information, a message in a timely manner

D. the right people, feedback, the right information
ANSWER: C

101. Communication following strict lines of authority and reporting relationships is known as
A. open door policy.
B. chain of command
C. effective communication.
D. the grapevine.

ANSWER: B

102. In an electronic meeting
A. men are likely to offer more ideas.
B. women are likely to offer more ideas.
C. men and women are equally likely to offer the first idea
D. men are most likely to offer the first idea.

ANSWER: C

103. Rumours are likely to spread fastest in all of the following instances except when
A. the rumour seems credible
B. the recipient is emotionally anxious
C. the information is important to those involved.
D. the recipient is not concerned about the information.

ANSWER: D

104. Senders communicate liking and interest in the receiver except when they
A. lean forward during the interaction.
B. position themselves physically close to the receiver.
C. lean away during the interaction.
D. maintain eye contact with the receiver.

ANSWER: C

105. At least _____ of the grapevine on organizational matters is considered to be correct.
A. 50%
B. 75%
C. 20%
D. 90%

ANSWER: B

106. Three ways in which communication flows through formal organizational channels are called
A. loose coupling, tight coupling, and uncoupling.
B. positive flow, negative flow, and peripheral flow.
C. downward flow, upward flow, and horizontal flow.
D. the grapevine, the gatekeeper, and the network.

ANSWER: C

107. Which of the following is a good example of horizontal flow in an organization?
A. When employees give their supervisors reports listing their accomplishments during the last year.
B. When the department heads of marketing and research get together for a meeting.

C. When, at a party, the vice-president's secretary tells the husband of one of the employees about plans for layoffs.

D. When a supervisor issues a statement to all subordinates explaining new travel policies

ANSWER: B

108. Which of the following problems can occur as a result of ineffective downward flow?

A. Employees feeling that they don't receive enough information to do their jobs.

B. Employees feeling that they receive too much information.

C. Employees feeling the information they do receive is not the information they need.

D. All of the above

ANSWER: D

109. The term organizational hierarchy implies

A. that organizations have some kind of structure.

B. that organizations have different levels of command.

C. that organizations employ organizational charts.

D. All of the above

ANSWER: D

110. Organizational communication includes

A. interviewing potential employees

B. resolving conflicts.

C. presenting and selling ideas.

D. All of the above

ANSWER: D

111. Which of the following is a communication issue facing today organizations?

A. How technology can best serve the organization

B. Relationships and their effects on organizations

C. Sexual harassment in the workplace

D. All of the above

ANSWER: D

112. Surveys, suggestion boxes, and employee newsletters are considered to be _____ types of communication.

A. A) downward

B. B) upward

C. grapevine

D. D) lateral

ANSWER: B

113. Which of the following statements is/are considered to be suggestions for the proper use of informal communications?

A. An open discussion of the worst-case scenario

B. Disavow any downsides to decisions

C. Restrict information to only the managers involved

D. Maintain and encourage rumors

ANSWER: A

114. Which of the following is considered a method to help overcome personal barriers to effective communication?

- A. Impulsive behavior
- B. Poor administrative practices
- C. Engaging in excessive impression management
- D. Improvement of listening skills

ANSWER: D

115. In claim letter the initial statement should contain

- A. Good news
- B. Bad news.
- C. Mixed news
- D. Ambiguous

ANSWER: A

116. A standing committee is one that operates permanently

- A. Month after month.
- B. Week after week.
- C. Year after year.
- D. After six months

ANSWER: C

117. ----- include investigation of an issue or problem or Calculation of financial ratios of a company.

- A. Formal report
- B. Analytical Letter Reports
- C. Scientific Reports
- D. Informational Letter Reports

ANSWER: B

118. Prefatory parts are ___ in number

- A. 6
- B. 7
- C. 8
- D. 9

ANSWER: C

119. Text Parts are ___ basic parts of a formal report.

- A. 3
- B. 4
- C. 5
- D. 6

ANSWER: A

120. Supplementary Parts are usually short messages with natural, casual use of language.

- A. Formal reports
- B. Informal reports

- C. Short reports
- D. Progress report

ANSWER: C

121. Sales letters start with

- A. An easy and effective way
- B. An attention-getting device
- C. A smooth story
- D. Buffer

ANSWER: B

122. Complaint letter should be called-----.

- A. Persuasive letters
- B. Claim letter
- C. Inquiry letters
- D. Sales letters

ANSWER: B

123. Letter refusing adjustment is written when

- A. The buyer is at fault.
- B. The seller is at fault.
- C. When the third party is at fault.
- D. When nobody is at fault.

ANSWER: A

124. Which writing style characterizes the memos?

- A. Informal
- B. Formal
- C. Impersonal tone
- D. Neutral

ANSWER: A

125. ----- letter is the reply to complaint.

- A. Adjustment
- B. An inquiry
- C. Collection
- D. Sales

ANSWER: A

126. In claim letter the initial statement should contain

- A. Good news
- B. Bad news.
- C. Mixed news
- D. Ambiguous

ANSWER: A

127. Minutes, which tell more of the story of what happened and who said what at a meeting are?

- A. Resolution minutes

- B. Narrative minutes
- C. Formal minutes
- D. Informal minutes

ANSWER: B

128. Another name of a synopsis is

- A. Report
- B. Letter
- C. Abstract
- D. Text

ANSWER: C

129. -----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

- A. Periodic Reports
- B. Formal Reports
- C. Progress Reports
- D. Conference Reports

ANSWER: A

130. Collection letter should be

- A. Persuasive
- B. Demanding
- C. Critical
- D. Emotional.

ANSWER: A

131. ----- are usually short messages with natural, casual use of language

- A. Formal reports
- B. Informal reports
- C. Short reports
- D. Progress report

ANSWER: B

132. ----- include investigation of an issue or problem or Calculation of financial ratios of a company.

- A. Formal report
- B. Analytical Letter Reports
- C. Scientific Reports
- D. Informational Letter Reports

ANSWER: B

133. Written summary of a meetings business is called

- A. Minutes
- B. Motion
- C. Agenda
- D. Circular

ANSWER: A

134. ----- letter is the reply to complaint.

- A. Adjustment
- B. An inquiry
- C. Collection
- D. Sales

ANSWER: A

135. Collection letter are usually written in

- A. Serial.
- B. Line.
- C. Steps
- D. Series

ANSWER: D

136. Another name of a synopsis is

- A. Report
- B. Letter
- C. Abstract
- D. Tex

ANSWER: C

137. Business letters produce immediate effect because they are

- A. interesting
- B. informal
- C. brief
- D. formal

ANSWER: B

138. Letters that please the receiver are called

- A. good-news letters
- B. invitation letters
- C. yes letters
- D. routine letters

ANSWER: A

139. A memorandum (memo) is considered a brief form of written communication for

- A. legal use
- B. internal use
- C. external use
- D. formal use

ANSWER: B

140. Good business letters are characterized by the following personal quality of the writer

- A. sincerity
- B. formality
- C. humour
- D. seriousness

ANSWER: A

141. The simplified style business letter has

- A. a salutation
- B. a subject line
- C. indentation
- D. a complimentary close

ANSWER: B

142. ----- type of orders are issued if there are a number of operational specialities

- A. written
- B. general
- C. mandatory
- D. procedural

ANSWER: B

143. ----- is a particular type of order in which the subordinate is not only ordered to do a job but also given guidance on how to do it

- A. Instruction
- B. Procedural
- C. persuasion
- D. Advice

ANSWER: A

144. If the employees do not abide by the norms of organisation, or violate the rules and regulations the employer will give ----- to employee

- A. warning
- B. suggestion
- C. counselling
- D. advice

ANSWER: A

145. ----- barrier is related to the process of coding and decoding the message

- A. organisational
- B. semantic
- C. technological
- D. Individual

ANSWER: B

146. ----- barriers are caused due to the faulty physical conditions such as ringing telephone, poor listening, etc

- A. interpersonal
- B. physical
- C. technological
- D. organizational

ANSWER: B

147. Another word for decoding is _____.

- A. interpretation
- B. speaking
- C. creating
- D. noise

ANSWER: A

148. Nonverbal and verbal cues that indicate liking are referred to as _____.

- A. proximity cues.
- B. immediacy.
- C. complementarity.
- D. inclusion cues.

ANSWER: B

149. Oral communication is the interchange of _____ between the sender and receiver.

- A. written messages
- B. verbal messages
- C. cues and clues
- D. signs and gestures

ANSWER: B

150. The foremost barrier to oral communication is

- A. interestedness
- B. humility
- C. concentration
- D. poor listening

ANSWER: D

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