



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified
CRISL rated 'A' (TN) for MBA and MIB Programmes

III BA ENGLISH FOR GLOBAL BUSINESS CONTEXT [2015-2018]

SEMESTER V

ELECTIVE II : BUSINESS COMMUNICATION - 514V1

Multiple Choice Questions.

1. _____ is the process of sharing information, ideas concepts and messages between two or more persons.

- A. social responsibility.
- B. services
- C. communication
- D. competition.

ANSWER: C

2. The ability to communicate effectively is a _____

- A. medium skill
- B. hard skill.
- C. development skill
- D. Soft Skill

ANSWER: D

3. Silence and Listening are the two common forms of feedback in _____

- A. spoken communication
- B. written communication
- C. non-verbal communication
- D. none of the above

ANSWER: A

4. _____ communication is used in business and managerial functions.

- A. Formal
- B. Informal
- C. Oral
- D. Non Verbal

ANSWER: A

5. In Communication Encoder and Decoder of the message are _____

- A. listener and receiver
- B. messenger and speaker
- C. giver and receiver
- D. Speaker and Receiver

ANSWER: D

6. Grapevine is an _____ communication in an organisation

- A. formal
- B. Written
- C. informal
- D. Non-verbal

ANSWER: C

7. A process where the communication passes from higher position to the lower level

- A. upward communication
- B. Horizontal communication
- C. Downward communication
- D. none of the above

ANSWER: C

8. spoken communication is a part of communication through _____

- A. writing
- B. gesture
- C. expression
- D. sound

ANSWER: D

9. It forms a tangible record of information, messages, enquiries and instruction

- A. written communication
- B. oral communication
- C. non-verbal communication
- D. None of the above

ANSWER: A

10. Example of written communication

- A. telephonic talks
- B. Advertisement
- C. handshake
- D. None of the above

ANSWER: B

11. Face-to-face situation plays a very important role in _____

- A. written communication
- B. oral Communication
- C. Horizontal communication
- D. non verbal communication

ANSWER: D

12. An arrogant posture, inattentiveness and disinterest are barriers while communicating through _____

- A. Posture
- B. written
- C. upward
- D. None of the above

ANSWER: A

13. A pleasant or kind expression creates confidence in others and helps them to communicate easily in the form of _____

- A. downward communication
- B. oral communication
- C. written communication
- D. non verbal communication

ANSWER: D

14. Power failure and breakdown of devices are barriers of _____

- A. Audio-visual communication
- B. oral communication
- C. written communication
- D. All the above

ANSWER: A

15. They form an important part of technical communication

- A. graphics
- B. pie chart
- C. line graphs
- D. All the above

ANSWER: D

16. The main objective of communication is to convey or share the _____

- A. information
- B. idea
- C. concept
- D. all the above

ANSWER: D

17. Business correspondence is a part of business communication which deals with _____

- A. spoken communication
- B. non verbal communication
- C. written communication
- D. all the above

ANSWER: C

18. It is a permanent record for business

- A. receipts
- B. statements
- C. ledgers
- D. Business letters

ANSWER: D

19. Business correspondence provides a _____ for the future

- A. Reference
- B. service
- C. contract
- D. decision

ANSWER: A

20. _____ through letters is also an important function of business letters

- A. creating cordial business atmosphere
- B. providing contacts
- C. promoting sales
- D. all the above

ANSWER: D

21. Communication is the task of imparting _____

- A. knowledge
- B. feeling
- C. training
- D. information

ANSWER: D

22. Body of the letter is divided into _____ parts

- A. 1
- B. 2
- C. 3
- D. 4

ANSWER: C

23. The _____ body of the presentation should be broken into short and clear units

- A. lower
- B. middle
- C. upper
- D. main

ANSWER: D

24. _____ of the letter consists of main message.

- A. heading
- B. body
- C. greeting
- D. closing

ANSWER: B

25. The _____ of the business letter is called layout.

- A. body
- B. content
- C. pattern
- D. all the above

ANSWER: C

26. Goals help us to _____

- A. motivate
- B. work
- C. success
- D. communicate

ANSWER: D

27. A business letter should be

- A. complete
- B. correct
- C. clear
- D. all the above

ANSWER: D

28. Verbosity means _____

- A. use of lesser words
- B. use of excess of words
- C. use of unwanted words
- D. use of exact words

ANSWER: B

29. When a trader wishes to identify new suppliers, he sends out _____

- A. letter of credit
- B. letter of enquiry
- C. letter of acceptance
- D. none of the above

ANSWER: B

30. A _____ is a letter written after seeing an advertisement or offer in newspaper

- A. solicited enquiry
- B. unsolicited enquiry
- C. formal letter
- D. informal letter

ANSWER: A

31. The sentence used in a business letter should not only be brief and correct but also have a _____

- A. arrogant tone
- B. conclusive tone
- C. harsh tone
- D. cordial tone

ANSWER: D

32. The content of the reply to an enquiry should have _____

- A. date and time
- B. thanks for enquiry
- C. price and brand specification
- D. all the above

ANSWER: D

33. Replies to the enquiry must be _____

- A. delayed
- B. prompt
- C. discounted
- D. none of the above

ANSWER: B

34. _____ is a special kind of enquiry

- A. email
- B. advertisement
- C. Call for Quotation
- D. none of the above

ANSWER: C

35. Taking someone else work and presenting it as ones own without providing adequate credit or compensation to the source is an ethical issue in

- A. the game of business.
- B. conflict of interest.
- C. fairness and honesty.
- D. communications.

ANSWER: D

36. Relationships that involve the behaviour of organization members toward customers, suppliers, subordinates, superiors, peers, and others are defined as

- A. industrial relationships.
- B. business relationships.
- C. organizational relationships.
- D. ethical relationships.

ANSWER: B

37. _____ is a response to an enquiry

- A. Quotation
- B. offer
- C. call letter
- D. all the above

ANSWER: A

38. An activity is probably ethical if

- A. it is approved of by most individuals in the organization and is customary in the industry.
- B. it is approved of by most individuals in the organization.

C. it is customary in the industry.

D. it is legal.

ANSWER: D

39. An _____ comes first and the enquiry is based on it and quotation is the response

A. enquiry

B. quotation

C. offer

D. none of the above

ANSWER: C

40. Individuals personal ethics play a major role in the evaluation of business decisions only when their preferences or values

A. differ from those of their employer.

B. influence their performance in the workplace.

C. are unethical.

D. are ethical.

ANSWER: B

41. Businesses seem most concerned with ethical issues that could

A. offend their union employees.

B. eliminate competition.

C. affect employees.

D. damage the firm.

ANSWER: D

42. An employees response to a moral or ethical issue depends in part on

A. what competitors are doing.

B. how dumb consumers are.

C. what shift he or she is working.

D. the structure and culture of the organization.

ANSWER: D

43. Business ethics comprises

A. laws and regulations that guide behaviour in the world of business.

B. mores, values, and customs that guide behaviour in general.

C. moral principles and standards that guide behaviour in the world of business.

D. the mores, values, and customs that parents teach their children.

ANSWER: C

44. The ability of a business organization to achieve its business goals is affected by whether its behaviour is judged to be right or wrong by

A. society.

B. its union members.

C. its employees.

D. its competitors

ANSWER: A

45. There should be a personal touch to the _____ for a unique identity

A. notice

B. essay

C. letter

D. none of the above

ANSWER: B

46. _____ is a status extended by the seller to the buyer to purchase goods and services first and pay later.

- A. credit
- B. debit
- C. agent
- D. none of the above

ANSWER: A

47. Credit is provided based on the customer's _____

- A. capital he has
- B. honesty
- C. experience
- D. all the above

ANSWER: D

48. Status is the _____ of the customer using the credit facility

- A. symbol
- B. creditworthiness
- C. condition
- D. all the above

ANSWER: B

49. What is meant by the phrase CSR?

- A. Corporate Social Responsibility
- B. Company Social Responsibility
- C. Corporate Society Responsibility
- D. Company Society Responsibility

ANSWER: A

50. While writing an essay care should be taken to avoid errors in _____

- A. spelling
- B. grammar
- C. punctuation
- D. all the above

ANSWER: D

51. Define morality?

- A. What is considered as correct within a society
- B. Making the right decision's where there is a chance to do wrong
- C. Defining what is right and wrong for an individual or a community
- D. Where individuals have a conscious choice to make a right and ethical decision

ANSWER: C

52. What is business ethics?

- A. The study of business situations, activities, and decisions where issues of right and wrong are addressed
- B. Defined as decisions organisations make on issues that could be considered right or wrong
- C. Ethics that can be applied to an organisationspractises
- D. Ethical processes businesses use in order to achieve a good ethical standard

ANSWER: A

53. _____ is a mask of a person's attributes through which the individual behaves and communicates

- A. behaviour
- B. complexion
- C. appearance
- D. personality

ANSWER: D

54. Source of information about the customers creditworthiness

- A. References
- B. payment history
- C. regularity in repayment
- D. all the above

ANSWER: D

55. Large quantity of information regarding price, supplies and services, etc before a purchase is finalised by a customer is called as _____

- A. notice
- B. enquiry
- C. reply
- D. letter

ANSWER: B

56. What are ethical theories?

- A. Ethical theories are conduct that should be followed in order to have good ethical practise
- B. Ethical theories are the rules and principles that determine right and wrong for any given situation
- C. Ethical theories are ancient hypothesis on how to create good business practise
- D. Ethical theories give guidelines on how to achieve a good corporate image

ANSWER: B

57. _____ is a letter written after seeing an advertisement or offer

- A. unsolicited letter of enquiry
- B. solicited letter of enquiry
- C. letter of credit
- D. none of the above

ANSWER: B

58. Replies to enquires must be _____

- A. prompt
- B. delayed
- C. avoided
- D. all the above

ANSWER: A

59. A call for a quotation is a special kind of _____

- A. reply
- B. enquiry
- C. letter
- D. comment

ANSWER: B

60. To guard against the eventuality of loss a firm _____ the business with an insurance company

- A. compensates
- B. pays
- C. protects
- D. insures

ANSWER: D

61. The application of ethical principles rather than actual specified actions would refer to

- A. Ethical standards
- B. Ethical dilemmas
- C. Morality
- D. Virtue ethics

ANSWER: C

62. A recommended way of minimizing unethical behavior is for employees to _____

- A. Write anonymous notes to ethical violators.
- B. Immediately report all suspicious behavior to top management.
- C. Spend part of their vacation preparing a personal philosophy of ethics.
- D. Confront fellow employees about ethical deviations.

ANSWER: D

63. Professional codes of ethics are binding _____

- A. To all individuals within the profession
- B. To individuals who hold that particular credential or membership
- C. Only to only individuals who hold a specialty certification
- D. To all professionals except students

ANSWER: B

64. Honesty and fairness relate to the general _____ of decision makers.

- A. Unethicalness
- B. Trustworthiness
- C. Ethicalness
- D. Employability

ANSWER: C

65. _____ is the term used in insurance to denote the money paid in instalments periodically to the company for a specified period

- A. premium
- B. payment
- C. compensation
- D. none of the above

ANSWER: A

66. Expansion of LIC

- A. Life Insured compensation
- B. Life Insurance Company
- C. Life Insurance Corporation of India
- D. All the above

ANSWER: C

67. Bribery and secret commissions are:

- A. Culturally acceptable
- B. Unaccepted as business practice
- C. Alright under certain circumstances
- D. Are OK if they are called something else

ANSWER: B

68. Ethical investment

- A. Is an investment of time
- B. An investment of money
- C. An investment according to value principles
- D. An investment that avoids shares in tobacco

ANSWER: C

69. _____ is the person who will receive the money after the death of the insured person

- A. agent
- B. holder
- C. nominee
- D. all of the above

ANSWER: C

70. Fire Insurance is a form of _____

- A. Life Insurance
- B. Marine Insurance
- C. General Insurance
- D. All the above

ANSWER: C

71. When communicating a code of conduct

- A. Focus on values that should guide decision making
- B. Provide the same code of conduct to all departments regardless of its length.
- C. Refrain from changing the code of conduct regularly
- D. Fewer employees will read the code if it is short

ANSWER: A

72. Under the _____, the compensation is restricted to a fraction of the real loss

- A. specific policy
- B. valued policy
- C. floating policy
- D. average policy

ANSWER: D

73. The time policy covers for a fixed period not exceeding _____ months

- A. 12
- B. 24
- C. 6
- D. all the above

ANSWER: A

74. Company secretary acts as a _____ between Board of Directors and Head of the Department of an organisation

- A. Liaison
- B. mediator
- C. agent
- D. None of the above

ANSWER: A

75. The hand shake that conveys confidence is

- A. limp
- B. firm
- C. loose
- D. double

ANSWER: B

76. _____ is attained by use of communication

- A. success
- B. knowledge
- C. advice and counselling
- D. speech

ANSWER: C

77. _____ is a form of informal communication

- A. grapevine
- B. oral communication
- C. gesture
- D. email

ANSWER: A

78. There should be _____ in a business letter

- A. clarity
- B. comparison
- C. picture
- D. animation

ANSWER: A

79. The content of the letter of the customer providing references should be _____

- A. polite and brief
- B. harsh
- C. elaborate
- D. none of the above

ANSWER: A

80. An unfavourable reply should have a request to treat the information as _____

- A. publicity
- B. instruction
- C. confidential
- D. assurance

ANSWER: C

81. The phrase 'strictly Confidential or 'Private and Confidential' should be introduced _____ the salutation and the first line of the letter

- A. after
- B. between
- C. before
- D. none of the above

ANSWER: B

82. The writer of the letter should _____ for his inability to provide information for enquires received.

- A. feel good
- B. apologies
- C. express joy
- D. none of the above

ANSWER: B

83. _____ is a specific reply to a specific enquiry about price and trade terms

- A. offer
- B. Quotation
- C. reply
- D. all the above

ANSWER: B

84. The reply for enquiry of quotation or price list should be _____ and send along with the requirements

- A. pleasing
- B. thankful
- C. humble
- D. all the above

ANSWER: A

85. Indemnify means

- A. premium
- B. commission
- C. compensate

D. sum assured
ANSWER: C

86. The insurer should submit _____ as a procedure for insuring
- A. proof of age
 - B. medical certificate
 - C. proposal
 - D. all the above

ANSWER: D

87. _____ is the letter generated as per the procedure
- A. forwarding the policy
 - B. reply for corporation refusing the loan
 - C. stating holder's policy has matured
 - D. all the procedure

ANSWER: D

88. Social obligation is the obligation of a business to meet its _____.
- A. social and technological responsibilities
 - B. economic and legal responsibilities
 - C. technological and economic responsibilities
 - D. economic and social responsibilities

ANSWER: B

89. Policy gets lapsed if the premiums _____
- A. have not paid not been paid
 - B. have been paid
 - C. have been partly paid
 - D. none of the above

ANSWER: A

90. When a firm advertises that it only uses recycled paper products, it is _____.
- A. meeting its social obligation
 - B. being socially responsive
 - C. meeting social responsibilities
 - D. paying attention to the bottom line

ANSWER: B

91. There is _____ to say that a company socially responsible actions significantly hurt its long-term economic performance.
- A. not any evidence
 - B. little evidence
 - C. a lot of evidence
 - D. mounting evidence

ANSWER: B

92. Which of the following organizational structural characteristics would most likely result in managerial ethical behavior?
- A. few job descriptions
 - B. formal rules
 - C. mixed messages from authority figures
 - D. performance appraisal systems focused on outcomes

ANSWER: B

93. Which of the following is not a way for management to reduce unethical behavior?
- A. select individuals with high ethical standards

- B. establish codes of conduct
- C. provide ethics training
- D. monitor employee telephone calls

ANSWER: D

94. A _____ is a formal statement of an organization primary values and the ethical rules it expects its employees to follow

- A. mission statement
- B. statement of purpose
- C. code of ethics
- D. vision statement

ANSWER: C

95. More than any other quality of leadership, employees crave _____.

- A. ethics
- B. honesty
- C. integrity
- D. morals

ANSWER: B

96. Why should managers communicate to employees what they believe about ethics and values?

- A. to provide ethical leadership
- B. to be good whistleblowers
- C. to offer social impact management
- D. to provide formal mechanisms to protect employees who face ethical dilemmas

ANSWER: A

97. _____ is a letter sent by the seller to a customer to whom he has extended credit facilities, in order to collect money which is due to him

- A. collection letter
- B. credit letter
- C. reply letter
- D. none of the above

ANSWER: A

98. _____ is the cause for complaints

- A. damaged goods
- B. supply inferior quality
- C. unwarranted delay
- D. all the above

ANSWER: D

99. what should letter of complaint seek to achieve

- A. cordial relations
- B. politely claim the cause
- C. pacify the anger
- D. all the above

ANSWER: D

100. The primary debate about ethics training programs is whether _____.

- A. ethics can be taught
- B. ethics is what causes misconduct
- C. the programs cover misconduct outside the workplace
- D. the programs give unethical individuals more ammunition

ANSWER: A

101. Ethics is about

- A. improvement in standard
- B. rewards and sanctions
- C. reputation
- D. all of the above

ANSWER: D

102. Ethics is the same as

- A. Legality
- B. Strict compliance
- C. Conformance to agreed values
- D. Following black letter law

ANSWER: C

103. Where does ethical loyalty primarily lie

- A. Towards family
- B. Towards agreed principles
- C. Towards the company
- D. Towards professional standards

ANSWER: B

104. Ethics is concerned about

- A. The means of achieving something
- B. The ends to be achieved
- C. Neither of those
- D. Both of those

ANSWER: D

105. Self regulation of ethics is

- A. The best system available
- B. One that requires legal backing
- C. A good way to start
- D. The worst possible way to start

ANSWER: C

106. _____ is made only when the claim is fair

- A. adjustment
- B. payment
- C. premium
- D. none of the above

ANSWER: A

107. Stakeholders

- A. Are the same as shareholders
- B. May be the same as shareholders
- C. Are not employees
- D. Are members of the stock exchange

ANSWER: B

108. The commercial values of ethics

- A. Lies in its capacity to increase turnover
- B. Has a consequence of improving the bottom line
- C. Lies purely in reputational advantages
- D. Increases market share

ANSWER: B

109. Time frames for ethics involves

- A. Short time frames
- B. Long time frames
- C. No time frames
- D. Fluctuations in time frames

ANSWER: B

110. Professional ethics is

- A. Monopolistic
- B. Designed to protect a profession
- C. A necessary attribute of a profession
- D. Not directly relevant to practice.

ANSWER: C

111. The content of the letter of complaint shall have _____

- A. order for stern action
- B. polite request for prompt action
- C. no action
- D. none of the above

ANSWER: B

112. Ethics

- A. Is the same as morals
- B. Is a formal code of specific application
- C. Is a term of Latin origin
- D. Is an implied set of values

ANSWER: B

113. _____ is the characteristics of a good application

- A. neat presentation
- B. grammatical mistakes
- C. non coherent
- D. None of the above

ANSWER: A

114. An expression of regret for causing inconvenience is content of a _____

- A. letter granting adjustment
- B. letter refusing adjustment
- C. letter of credit
- D. none of the above

ANSWER: A

115. A statement identifying a point on which the complainant and the seller agree is a content of a _____

- A. letter of granting an adjustment
- B. letter of credit
- C. letter of refusing an adjustment
- D. none of the above

ANSWER: C

116. Excellence is

- A. An aspirational goal
- B. Unachievable
- C. A chimera
- D. A fundumbulator

ANSWER: A

117. Physical factors in ethics

- A. Are not worth considering
- B. Do make a contribution to our understanding
- C. Do not depend upon genes
- D. Have been shown to be irrelevant

ANSWER: B

118. An application has _____ parts

- A. 2
- B. 4
- C. 5
- D. 6

ANSWER: B

119. Customers who pay slowly but surely are a type of customers availing _____

- A. discount
- B. premium
- C. credit facilities
- D. none of the above

ANSWER: C

120. when the customer is rash and fraudulent the seller is forced to _____

- A. take legal action
- B. appreciate
- C. accept
- D. none of the above

ANSWER: A

121. The reminder letters can have suggestions to _____

- A. spread the problems
- B. solve the problems
- C. aggravate the problems
- D. none of the above

ANSWER: B

122. The status of the customer must be held _____ by the seller

- A. high
- B. medium
- C. low
- D. none of the above

ANSWER: A

123. Which one of the following is an example of an informal code

- A. A police person deciding if a law has been broken
- B. A social teacher deciding whether a pupil is a nuisance
- C. A breach of a professional code of conduct
- D. Parking in breach of local government regulations

ANSWER: B

124. Which of the following is an ethical issues

- A. a breach of a professional code of conduct by a relevant professional
- B. allegation of serious professional misconduct
- C. allegation of business impropriety
- D. breaking a law which has a moral basis

ANSWER: A

125. A _____ statement can be given if there is an unusual delayed payment by a prompt customer

- A. friendly
- B. unfriendly
- C. humourous
- D. harsh

ANSWER: A

126. A seller has to always assume that the customer _____

- A. will cheat
- B. will pay
- C. will not pay
- D. none of the above

ANSWER: B

127. _____ is a characteristics of a well written essay

- A. cohesion
- B. unity
- C. style
- D. all the above

ANSWER: D

128. _____ is a voluntary offer, addressed to a particular customer to create goodwill

- A. letter of credit
- B. call letter
- C. offer letter
- D. sales letter

ANSWER: D

129. Guarantee for life means

- A. for the life of the purchaser
- B. for the life of the object
- C. for a specified time to be determined
- D. as an unqualified statement it means nothing

ANSWER: D

130. Sanction has more than one meaning which of the following is one of them

- A. to punish
- B. to agree and to back the proposal or action
- C. both A and B
- D. neither A nor B

ANSWER: C

131. A sales letter should have _____

- A. prospect
- B. product
- C. proposition
- D. all the above

ANSWER: D

132. A sales letter should _____ the attention of the reader

- A. attract
- B. distract
- C. confuse
- D. none of the above

ANSWER: A

133. _____ is the subject of the sales letter and the publicity campaign

- A. product
- B. prospect
- C. progress
- D. proposition

ANSWER: A

134. Training in ethics may be fostered by

- A. never using sanction
- B. always using sanction
- C. rewarding ethical behaviour
- D. suppressing reporting of ethical breaches

ANSWER: C

135. _____ should stimulate the customer's desire to buy a product

- A. sales letter
- B. purchase letter
- C. offer letter
- D. call letter

ANSWER: A

136. Important function of the sales letter should make the prospective customer _____

- A. forgo the product
- B. like the product
- C. hate the product
- D. buy the product

ANSWER: D

137. _____ is a formal message sent to number of persons

- A. article
- B. pamphlet
- C. circular
- D. none of the above

ANSWER: C

138. A circular is written in the context of business to announce _____

- A. establishment of new business
- B. price reduction
- C. clearance sale
- D. all the above

ANSWER: D

139. A code of ethics should contain

- A. the key principles of ethics
- B. only the code of conduct
- C. a mission statement
- D. a list of sanction

ANSWER: A

140. When report is on a simple matter and can be given in one or two pages, it is in a _____ format

- A. letter text format
- B. memorandum format
- C. letter format
- D. none of the above

ANSWER: C

141. _____ is a simpler method of presenting information under separate headings

- A. The memorandum format
- B. The letter format
- C. The letter-text format
- D. none of the above

ANSWER: A

142. Eco friendly is a term that has a similar meaning as

- A. green
- B. purple
- C. climate change
- D. carbon footprint

ANSWER: A

143. _____ is the characteristics of a good report

- A. accuracy
- B. objective
- C. precise
- D. all the above

ANSWER: D

144. Usually omitted parts of a reports are

- A. preface
- B. table of contents
- C. abstract
- D. all the above

ANSWER: D

145. The _____ is the list of books referred to by the researcher

- A. biography
- B. autography
- C. bibliography
- D. autobiography

ANSWER: C

146. A _____ is a logical presentation of information based on facts

- A. notice
- B. quotation
- C. report
- D. all the above

ANSWER: C

147. Do no harm is the prime principle of which set of ethics`

- A. business
- B. medicine
- C. law
- D. tai chi

ANSWER: B

148. Report is classified based on _____

- A. whether they are required by law
- B. number of people drafting them
- C. statutory and non statutory
- D. all the above

ANSWER: D

149. The format of report has finally been standardised in a format similar to the IMARD format proposed by

-
- A. Louis Pasteur
 - B. Karl Marx
 - C. Louis Philip
 - D. none of the above

ANSWER: A

150. _____ is the part of the report

- A. title
- B. terms of reference
- C. preface
- D. all the above

ANSWER: D

Staff Name
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