



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

F.Y. B.Voc (RM)

1101 - Business Communication Skills - I
Question Bank

Q. A) Fill in the blanks.

- 1) Receiver sends _____ to Sender (Message/ Feedback)
- 2) A Person who decodes is called _____ (Sender/ Receiver)
- 3) Sender sends _____ (Message/ Feedback)
- 4) The understanding response from the listener to the speaker called _____
(Feedback/ Message)
- 5) _____ Is the most important objective of communication (Information/ Motivation)
- 6) Interview is a _____ communication. (One way/ two ways)
- 7) Down ward communication flows from _____ to _____.
(Upper to lower/ lower to upper)
- 8) The most important goal of business communication is _____.
(Receivers understanding/receivers response)
- 9) Horizontal communication takes place between _____.
(Employees with same status/subordinate to superior)
- 10) Appeals and representations are used in _____ communication.
(upward/horizontal)
- 11) The study of communication through touch is _____.
(Haptics/proxemics)
- 12) The formal greeting with which a business letter begins is called _____.
(salutation/reference)
- 13) The handshake that conveys confidence is _____

(Firm/Limp)

14) Communication is the task of imparting _____

(Information/Training)

15) The following is the permanent records for business _____

(Business letters/ Ledgers)

16) The _____ body of the presentation should be broken into short and clear units _____

(Main/ Middle)

17) Which of the following terms best describes the grapevine as a communication pattern _____?

(Informal / Serial)

18) The following is (are) the most effective ways of communication _____

(Written/ Verbal)

19) The _____ of business letter is called layout

(Pattern/ Body)

20) When a group agrees to support and commit to the decision of the group, they have reached _____

(Consensus/Solution)

Q. B) Answer in one sentence

1) Letters are a primary channel of communication for delivering.

2) A company's most important letters are written to.

3) Routine business letters should be written using.

4) Which process is used for converting messages into symbols?

5) What does a letter heading contain?

6) In the communication process what is mean by Encoding?

7) What are the ways of improving communication?

8) What are the causes for liking written communication?

9) Communication word is derived from which word.

- 10) What are the approaches of business letter?
- 11) State the important part of a business letter.
- 12) What is the main part of memo?
- 13) Body of a letter is divided into how many parts.
- 14) Which letter consists of main message?
- 15) What is the main part of a business letter?
- 16) State three attitudes in writing business letter.
- 17) State some essentials of a good business letter.
- 18) State the media of oral communication.
- 19) What is business letter?
- 20) State some expressions of non-verbal communication.

Q. C) Short Notes.

- 1) Upward Communication
- 2) Communication cycle
- 3) Listening as an art
- 4) Body Language
- 5) Group discussion
- 6) Effective Communication
- 7) Feedback
- 8) Meeting
- 9) Video Conferencing
- 10) Body Language
- 11) Horizontal Communication
- 12) Job Selection interview
- 13) Internet and Email
- 14) Public Relation

- 15) Gesture and Posture
- 16) Barriers to communication
- 17) Psychological Barrier
- 18) Oral Communication
- 19) Motivation as an effective communication
- 20) Agenda

Q. D) Short Answer

- 1) Content of Biodata
- 2) Explain in short informal communication with its merits and demerits
- 3) Write on short business letter.
- 4) Explain parts of an office memorandum with its format
- 5) Occasion of Circular letter
- 6) Explain in short E-Mail and Voice Mail
- 7) Explain in short types of technological media used in business communication
- 8) Explain in short Facebook and SMS
- 9) Explain in short Reason of complaint letter
- 10) Explain in short types and elements of effective speaking
- 11) Explain in Short process and importance of listening
- 12) Explain in short structure of business letter
- 13) Explain in short Techniques of interview
- 14) Explain In short advantages and disadvantages of E mail
- 15) Explain in short audio visual communication
- 16) Explain essential qualities of a good business letter.
- 17) Write in short principles of communication.
- 18) Explain the role of voice mail in business communication.
- 19) Which points were considered while drafting job application letter.

20) Write in short two common formats of business letter.

E) Long Answer

Q1. List the characteristics of communication and discuss the seven barriers to effective communication

Q.2. Non-verbal communication can have a greater impact than verbal communication and is ambiguous. List and explain the various types of non-verbal communication in brief

Q.3. Written messages must be as readable as possible. Discuss the two broad principles of writing. Explain the three stages of writing methodology in detail.

Q.4 There is various techniques of reading out of which SQ3R is most popular. How will you apply it while reading and research?

Q.5 Advertisements are used by the organizations to communicate with prospective customers. What is the meaning and objectives of corporate advertising? Discuss with examples

Q.6. In order to get a job you need to approach an organization with a resume. How does a resume affect your employability?

7) Define the term Communication and explain the process of communication in detail.

8) What is interview? Explain the types of interview.

9) Write a sales letter to promote the sales of a new mobile phone launched by Vivo.

10) You have received a camera in damaged Condition from Flipkart through a home delivery. Write a complaint letter

11) You want to purchase 25 ceiling fans. Write an enquiry letter asking for price list and other required information from Havells company outlet, Baramati.

12) Write a letter of acceptance of job offer as a retail manager for X Retail Store, Baramati.

13) You are appointed as the chairperson of the committee to find out the chances to open a new mobile retail shop at Baramati. Write a feasibility report to be submitted to the higher management

14) What are the Barriers to effective listening? How can we overcome them?

15) Write a letter of job application in response to the following advertisements.

"Wanted Retail Sales Officer" candidate should be smart, graduate and result oriented. Knowledge of computer is preferred. Write To C/O XYZ Retail Mall, Baramati, 413102

16) Assume that you are working Retail manager At XYZ Mall. Now you want to pursue your further study. Draft a resignation letter to Director of mall.

17) Discuss the difficulties of internal communication in an organization. Suggest the ways to tide over these difficulties.

18) As a retail merchant XYZ Mobile. Write to wholesaler offering certain mobile samples at a very low price.

19) Explain various sources of Social media network and their function.

20) Explain techniques of effective speech.