

F.Y. B.VOC (ECDM)
ECDM103 - Business Communication- I
Question Bank

Q. A) Fill in the blanks.

- 1) _____ is the process by which information is transmitted between individuals and/or organization so that an understanding response results. (Communication / Business)
- 2) _____ Is the most important objective of communication (Information/ Motivation)
- 3) Interview is a _____ communication. (One way/ two ways)
- 4) Down ward communication flows from_____ to_____.
(Upper to lower/ lower to upper)
- 5) Receiver sends _____ to Sender (Message/ Feedback)
- 6) The most important goal of business communication is_____.
(Receivers understanding/receivers response)
- 7) Sender sends_____ (Message/ Feedback)
- 8) A Person who decodes is called_____ (Sender/ Receiver)
- 9) Horizontal communication takes place between_____.
(Employees with same status/subordinate to superior)
- 10) The understanding response from the listener to the speaker called _____ (Feedback/ Message)
- 11) Appeals and representations are used in_____ communication.
(upward/horizontal)
- 12) The formal greeting with which a business letter begins is called _____ (salutation/reference)
- 13) Which of the following terms best describes the grapevine as a communication pattern_____?
(Informal / Serial)
- 14) The following is (are) the most effective ways of communication_____
(Written/ Verbal)
- 15) The _____ of business letter is called layout
(Pattern/ Body)
- 16) "The primary purpose of _____ are to inform, instruct, request, inquire, remit, order, advice, correct and to question". (Business letters / Group discussion)

- 17) _____ in simple words means discussing among a group of people. (Business letters / Group discussion)
- 18) An _____ is a conversation between two or more people where questions are asked. (Presentation / Interview)
- 19) Personal _____ is the term for how people take care of their body and appearances. (Grooming / Manners & Etiquettes)
- 20) In _____ communication, a relaxed atmosphere, discussions among employees are encouraged. (Formal / Informal)

Q. B) Answer in one sentence.

- 1) What is Communication?
- 2) What do you mean by Business communication?
- 3) Name the steps in Communication?
- 4) What is two way communication?
- 5) Who is sender?
- 6) What do you mean by encoding?
- 7) What do you mean by decoding?
- 8) What is channel?
- 9) What is feedback?
- 10) What do you mean by verbal communication?
- 11) What is oral communication?
- 12) What do you mean by written communication?
- 13) What do you mean by non-verbal communication?
- 14) What do you mean by formal communication?
- 15) What do you mean by informal communication?
- 16) What do you mean by grapevine communication?
- 17) What do you mean by Soft Skills?
- 18) What is grooming?
- 19) What do you mean by Interview?
- 20) What do you mean by Listening?

Q. C) Short Notes.

- 1) Principles of effective communication
- 2) Characteristics of Business communication
- 3) Need for Business communication

- 4) Importance of Business communication
- 5) Scope of Business Communication
- 6) Barriers to communication
- 7) Remedies to overcome the barriers to communication
- 8) Communication methods
- 9) Verbal Communication
- 10) Oral communication
- 11) Written communication
- 12) Non-verbal communication
- 13) Types of communication channels in organization
- 14) Formal communication
- 15) Informal communication
- 16) Grapevine communication
- 17) Elements of soft skills
- 18) Importance of soft skills
- 19) Business letters
- 20) Styles / forms of Business letters

Q. D) Short Answers.

- 1) Explain in short informal communication with its merits and demerits.
- 2) Write on short business letter.
- 3) Explain in short types and elements of effective speaking
- 4) Explain in Short process and importance of listening
- 5) Explain in short structure of business letter
- 6) Explain in short Techniques of interview
- 7) Explain essential qualities of a good business letter.
- 8) Write in short principles of communication.
- 9) Which points were considered while drafting job application letter.
- 10) Write in short two common formats of business letter.
- 11) Define oral communication with its merits and demerits.
- 12) Define Non-verbal communication with its merits and demerits.
- 13) What is formal communication channel? States its merits & demerits.
- 14) What is informal communication channel? States its merits & demerits.
- 15) What do you mean by upward communication? States its merits & demerits.
- 16) What do you mean by downward communication? States its merits & demerits.

- 17) What do you mean by Horizontal communication? States its merits & demerits.
- 18) What do you mean by Grapevine communication? Draw its different patterns.
- 19) What do you mean by Interview? Elaborate its types.
- 20) Define listening. Explain its process.

E) Long Answers.

- 1) Define Business communication. Elaborate the principles of effective communication.
- 2) What do you mean by Communication? Explain its nature, features and need of Business communication.
- 3) State the importance and scope of Business communication.
- 4) Define the term Communication and explain the process of communication in detail.
- 5) What is interview? Explain the types of interview.
- 6) List the characteristics of communication and discuss the seven barriers to effective communication
- 7) What do you mean by Business letter? Explain the functions of Business letter.
- 8) What do you mean by Business letter? Explain the qualities of Business letter.
- 9) What do you mean by Communication? state the step by step process of Communication in detail with suitable example.
- 10) What do you mean by Business letter? Draft a physical appearance of Business letter.
- 11) What do you mean by Business letter? Draft an layouts of Business letter.
- 12) Write a letter of acceptance of job offer as a retail manager for X Retail Store, Baramati.
- 13) What are the Barriers to effective listening? How can we overcome them?
- 14) Write a letter of job application in response to the following advertisements.
- 15) What do you mean by Soft skills? Elaborate its elements.
- 16) What do you mean by Group discussion? State its Do's and Don'ts with guidelines of Group Discussion.
- 17) Explain techniques of effective speech.
- 18) Explain the forms of business letters with suitable examples.
- 19) Explain the any two forms of business letters with suitable examples.
- 20) Explain the features of the presentation with its structure.