

Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce,  
Baramati.

Department of BBA (C.A.)  
FYBBA (C.A.) Semester I

Question Bank

Subject: Business Communication (1104)

**Q1. Multiple choice Questions:**

1. Communication is the task of imparting \_\_\_\_\_.
  - a. Training
  - b. Information
  - c. Knowledge
  - d. Message
2. Body of a letter is divided into \_\_\_\_\_ parts.
  - a. 1
  - b. 2
  - c. 3
  - d. 4
3. The following is (are) the most effective ways of communication.
  - a. Verbal
  - b. Non verbal
  - c. Written
  - d. All of the above
4. The \_\_\_\_\_ of business letter is called layout.
  - a. Body
  - b. Content
  - c. Pattern
  - d. All of the above
5. The ability to communicate effectively is \_\_\_\_\_.
  - a. a hard skill
  - b. a soft skill
  - c. a medium skill
  - d. not a skill at all
6. Letters are a primary channel of communication for delivering message
  - a. Inside an organization.
  - b. Outside an organization.
  - c. Inside and outside an organization.
  - d. that need to reach the recipient immediately
7. Horizontal communication takes place between \_\_\_\_\_.
  - a. Superior to subordinate
  - b. Subordinate to Superior
  - c. Employees with the same status
  - d. None of these
8. The \_\_\_\_\_ is the person who transmits the message
  - a. Receiver
  - b. driver
  - c. sender
  - d. cleaner

9. \_\_\_\_\_ is the person who notices and decodes and attaches some meaning to a message.
- Receiver
  - driver
  - sender
  - cleaner
10. Our dress code is an example of \_\_\_\_\_ communication.
- Verbal
  - nonverbal
  - written
  - spoken
11. \_\_\_\_\_ communication includes body language, facial expressions etc.
- Nonverbal
  - verbal
  - letter
  - notice
12. The message may be misinterpreted because of \_\_\_\_\_.
- Barriers
  - Distortions
  - Distractions
  - Noise
13. In oral communication there is a possibility of immediate \_\_\_\_\_.
- Reaction
  - Response
  - Refection
  - Reset
14. \_\_\_\_\_ Listening means learning through conversation.
- Evaluative
  - Appreciative
  - Dialogic
  - Empathetic
15. Another name for receiver is \_\_\_\_\_.
- Sender
  - Encoder
  - Decoder
  - Transmitter
16. A smile is an example of \_\_\_\_\_ feedback.
- Oral
  - No
  - Written
  - Non-verbal
17. When a person receives a message, it is their responsibility to provide the sender:
- Nonverbal Clues
  - Feedback
  - Perception
  - Self-Concept

18. \_\_\_\_\_ is actively paying attention.
- Hearing
  - Nonverbal communication
  - Listening
  - Verbal communication
19. The method used to communicate a message (text, talking, writing, etc)
- Communication
  - Channel
  - Correspondence
  - Colloquialism
20. \_\_\_\_\_ is NOT an external business written communication.
- Complaint letter
  - Curriculum Vitae
  - Memo
  - Enquiries letter

## **Q2. Answers the Following in One Sentence.**

- What is Communication?
- What are the elements of Communication?
- Nonverbal Communication is complementary to Oral Communication. Justify.
- What is Memo?
- Define Oral Communication.
- What are the Components of Business Letter?
- What are the types of Interview?
- Define Written Communication.
- What is listening?
- What are the different types of Written Communication?
- Define Questionnaires.
- What do you mean by term Report?
- Define agenda.
- What are the types of Letters?
- Define Notice.
- Facial expressions are one of the most important parts of Communication. Comment.
- What are Circulars?
- What are the types of Business Enquiries?
- What do you mean by SMS?
- Define Telex.
- Define Encoding.
- Define Decoding.
- What are the types of Communication?
- Enlist the parts of Letters.
- Define Periodicals.

### **Q3. Write short note on:**

1. Barriers of Communication
2. Role of Communication in Business
3. Importance of Communication
4. Objectives of Communication
5. Nonverbal Communication
6. Silence
7. Written Communication
8. Audio/Visual Communication
9. Speaking Skills
10. Art of Listening
11. Press Conference
12. Mock Interview
13. Layout of Business Letter
14. Report Writing
15. Importance of Business Letter
16. Complaints and Follow up Letter
17. Sales letter
18. Agenda
19. E-mail
20. Teleconference
21. Fax
22. SMS
23. Telephone Answering Machine
24. Word Processor
25. Multimedia

### **Q4. Give Answers of following in Short.**

1. What are the Barriers in Communication?
2. Explain Process of Communication.
3. How will you overcome Barriers in Communication?
4. Write down the Essentials of good Communication.
5. What are the Medias of Oral Communication? Explain.
6. Explain the types of Communication.
7. What are the Principles of effective Oral Communication?
8. How will you improve your Listening Skills?
9. Explain Principles of Good Listening.
10. What are the characteristics of Good Speech?
11. Distinguish between Oral and Written Communication.
12. What are the essentials of good Report?
13. What are the kinesics related to Body?
14. What is Business Letter? Explain Layout of Business Letter.
15. What are the applications of Internet?
16. Describe Do's and Don'ts of Group Discussion.
17. What are the important aspects of good Resume?
18. Explain voice Mail in detail.
19. Explain the styles of Presentation.
20. What are the objectives of Communication?

## Q5.Long Answers Questions

1. What is Communication? State the importance and Process of Communication.
2. Define Oral Communication .Explain the advantages of effective Oral Communication.
3. Body language is very important for communicating anything orally. Discuss.
4. What do you mean Written Communication? State and explain merits and demerits of Written Communication.
5. What is listening? State and explain the principles of good listening.
6. Describe the layout of Business Letter and explain its Importance.
7. How to prepare Agenda and Minutes of meeting?
8. Explain Video Conferencing with its advantages and disadvantages in detail.
9. What are the Telephonic Skills? Explain.
10. What is Effective Speech? Explain techniques of effective Speech.
11. Draft an application letter for the post of sales executive in Ajanta Pharmaceuticals co Ltd, Talegaon.
12. What is an Enquiry Letter? Write an Enquiry Letter to Sai Motors Pvt. Ltd., Pune for enquiring about the various offers they have on purchase of Cars.
13. What is Group Discussion? Elaborate the advantages and disadvantages of Group Discussion.
14. Write a Complaint Letter for Mohan Limited, Moledina Road, Pune, on behalf of M/s. Parekh and Sons, Queen Garden Pune, for shortage of goods.
15. Write an Order Letter to M/s. Super Furniture Mart, M.G. Road, Fort Mumbai, on behalf of King Furniture, Peth Naka, Jalgaon,for office furniture.
16. What is a Sales Letter? As a Sale Executive draft a sales letterfor promoting sales of i-pad launched by Samsung.
17. What is Meeting? What are the essential elements of Valid Meeting?
18. Draft an Application Letter for the post of Lecturer in Computers in an Educational Institute along with resume.
19. Explain Face-to-Face Communication with its merits and limitation.
20. Draft a circular letter announcing the establishment of a new branch of HDFC Finance Ltd., Mumbai.