

VPM's
Programme: PGP (2017-2018)
Batch: Seventh
First Semester Examination Jan 2018

Subject	Business Communication		
Roll No.		Marks	60 Marks
Total No. of Questions	60	Duration	2 Hours
Total No. of pages	6	Date	7.01.2017

Mark $\sqrt{\quad}$ on correct answer

1. Language barriers means

- A. Slang words
- B. Jargons
- C. No clear Speech
- D. All the above

2. Conflicts results in

- A. Arguments
- B. Loss of Peace
- C. Anger
- D. All the above

3. Not a verbal communication

- A. Gesture
- B. Email
- C. Letter
- D. None of the above

4. Communication Barriers

- A. Noise
- B. Prejudice
- C. Language
- D. All the above

5. Permanent record in business

- A. Meetings
- B. Lunch
- C. Letters
- D. Expenses

6. Senders and receivers are called communicators

- A. Aristotle Model
- B. Transactional Model
- C. SMCR Model
- D. Interactive Model

7. Convergence Model is also known as

- A. Interactive Model
- B. SMCR Model
- C. Aristotle Model
- D. Shannon Weaver Model

8. _____ of the letter consists of main Message

- A. Closing
- B. Body
- C. Heading
- D. Greeting

9. Simultaneous feedback takes place in

- A. Transactional Model
- B. Linear Model
- C. Shannon Weaver Model
- D. Aristotle Model

10. Culture refers to

- A. Knowledge
- B. Rules
- C. Language
- D. All the above

11. Communication is a

- A. One-time Process.
- B. Two-time Process.
- C. Continuous Process.
- D. None of the above.

12. _____ plays a key role in conflict management

- A. Manager
- B. Communication
- C. Supervisor
- D. Director

13. Diagonal Communication takes place with

- A. Higher to lower level
- B. Similar Level People
- C. With Friends
- D. With Friends

14. Customer Satisfaction plays a significant role in _____ culture.

- A. Process Culture
- B. Academic Culture
- C. Pragmatic Culture

D. Normative Culture

15. When u receive a message you are a

A. Initiator

B. Decoder

C. Encoder

D. None of the above

16. The effectiveness of oral communication depends on

A. Simple Language

B. Jargons

C. Long sentences

D. Foreign words

17. ATM stands for

A. Automated Teller Machine

B. Automated Telling Machine

C. Automated Tailoring Machine

D. None of the above

18. Better communication with customers

A. Builds trust

B. Builds relationship

C. Increases sales

D. All the above

19. Accuracy in language writing means

A. Correct spelling, grammar, and language

B. Writing in past tense

C. Using technical words

D. Dialogue writing

20. Two Broad areas of Communication are

A. Oral and Non-Verbal Communication

B. Oral and Written Communication

C. Verbal and Non-Verbal Communication

D. Verbal and Written Communication

21. In a request letter _____ tone is used

A. Demanding

B. Polite

C. Aggressive

D. Pleading

22. That cannot be avoided

A. Inevitable

B. In repairable

C. In Disputable

D. None of the above

23. Body of a Letter is divided into how many parts.

A. Three

B. One

C. Two

D. Five

24. Diagonal communication is also know as

A. Upward communication

B. Crosswise communication

C. Down ward communication

D. External communication

25. Written Summary of a Business meeting is called

A. Motion

B. Agenda

C. Minutes

D. Circular

26. Automatic Teller Machine (ATM) follows which Communication Model.

A. Interactive

B. Aristotle

C. Linear

D. SMCR

27. _____ is based on your Resume.

A. Qualification

B. Job

C. Meeting

D. Interview

28. Informal Communication in an Organization

A. Minutes

B. Gossips

C. Reports

D. Letters

29. Writing styles can be improved by using

A. Simple Words

B. Jargons

C. Complicated Words

D. Slang Words

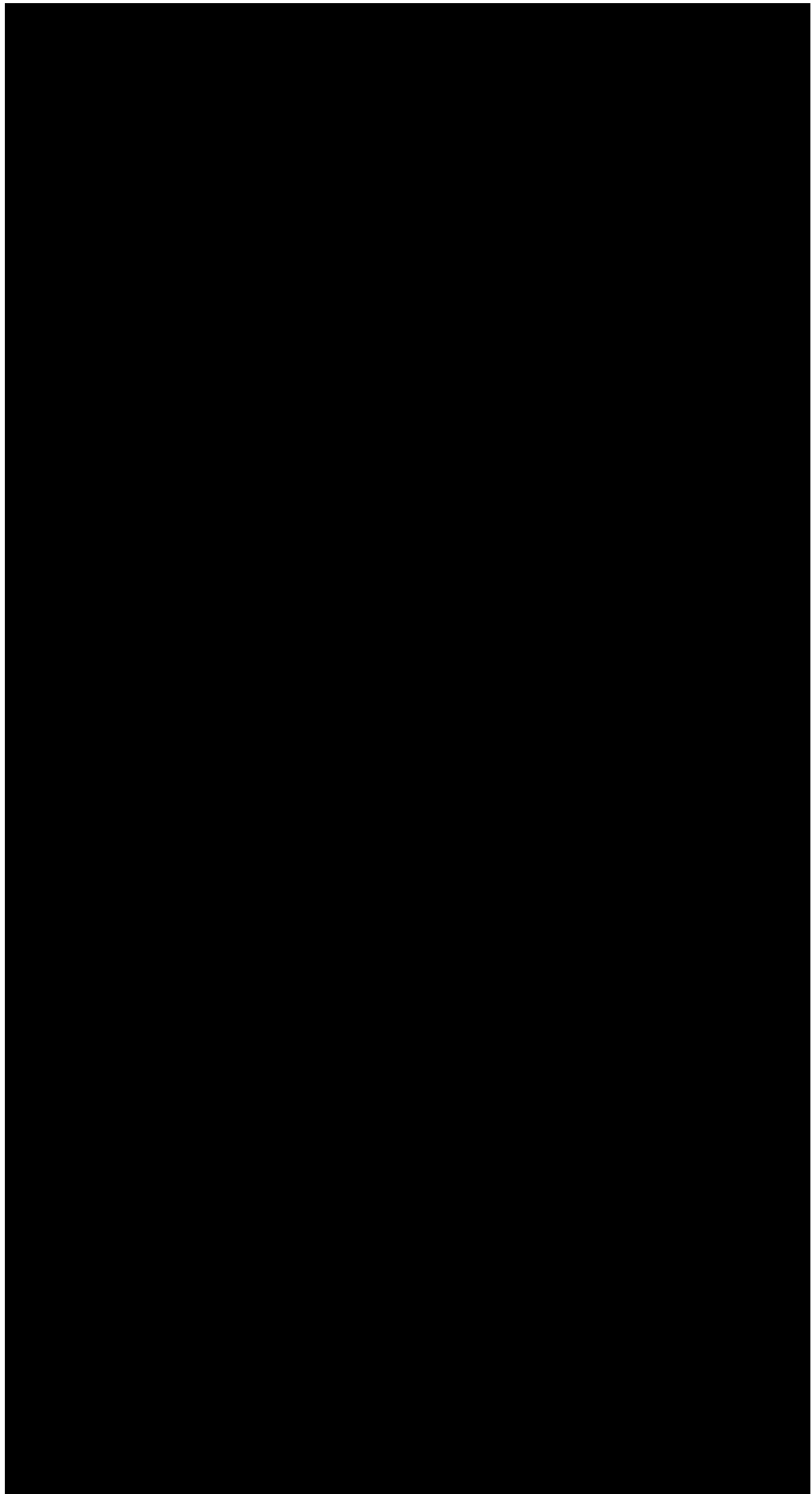
30. Good communication with customers helps in maintaining

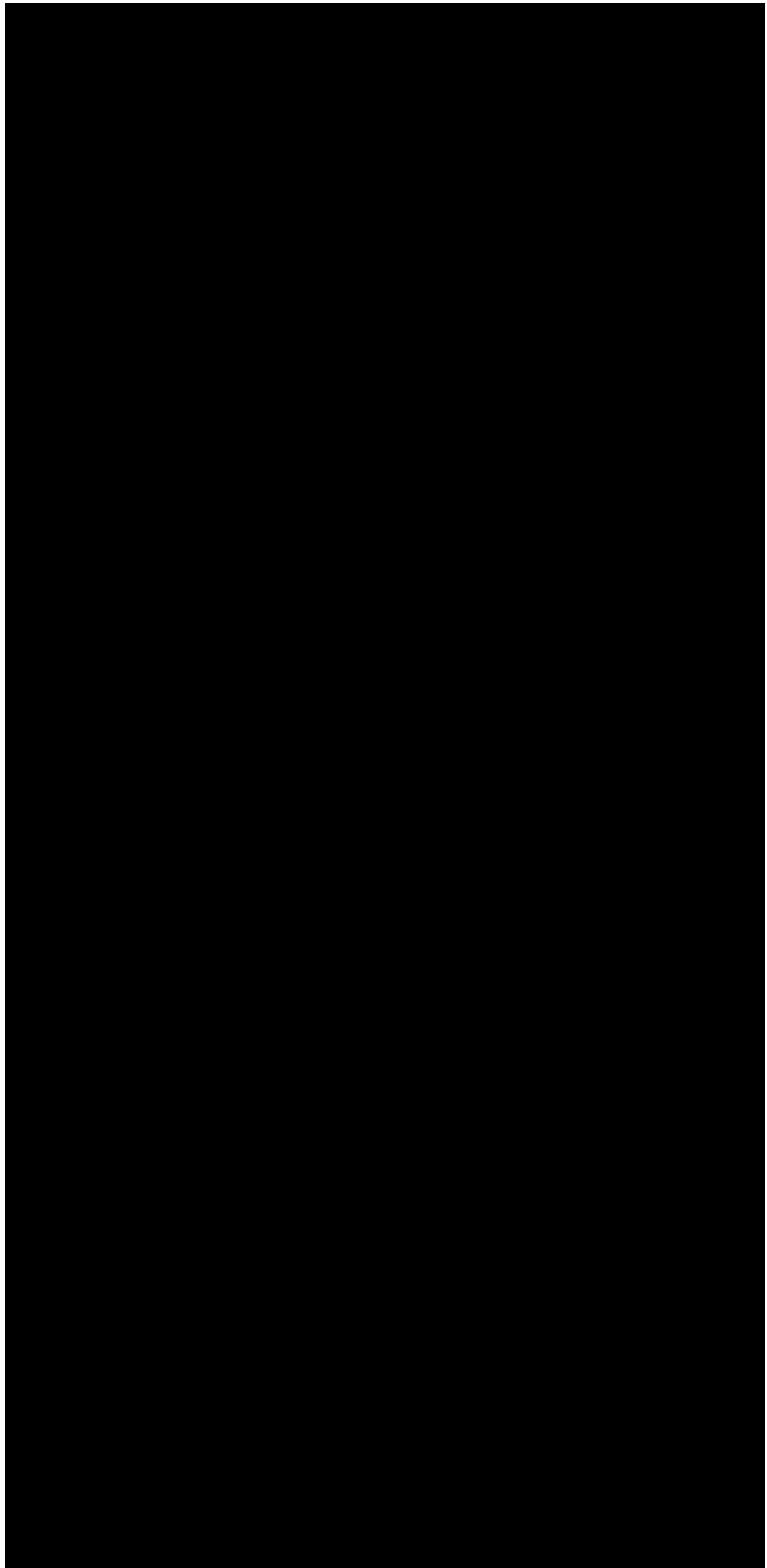
A. Good relation

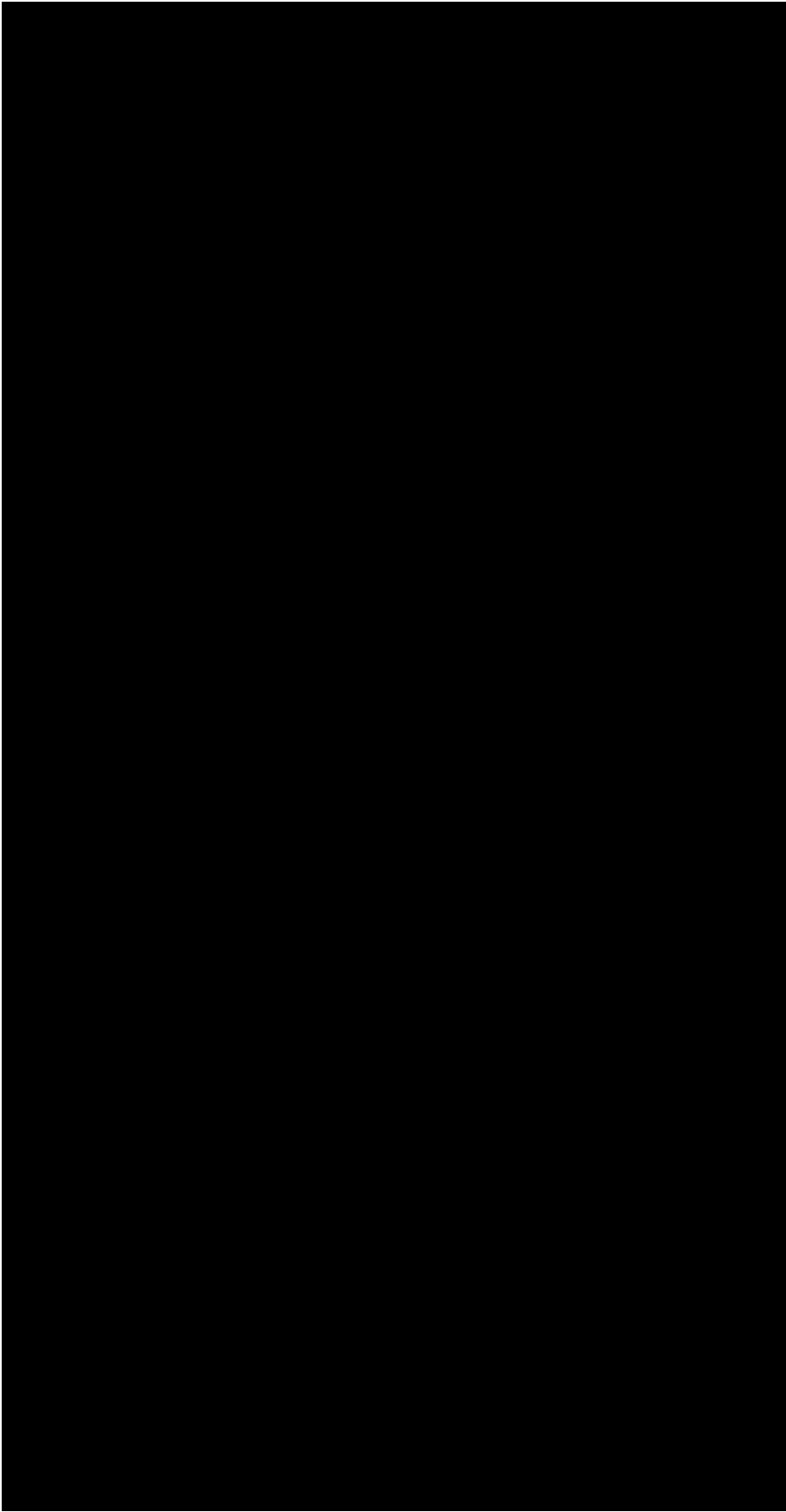
B. Increase Sales

C. Builds trust

D. All the above







1. The first part of the document is a list of names and titles, including the names of the authors and the titles of the papers. This list is organized in a structured manner, likely following a specific format or convention. The names are listed in a column, and the titles are listed in another column. The list is intended to provide a clear and concise overview of the content of the document.