



SUB : BUSINESS COMMUNICATION

MAX. MARKS : 100 MARKS

TIME : 08.00 AM TO 11.00 AM

DURATION : 3 HOUR

Q.1) Objective questions

(10marks)

a) Multiple choice question

1. Communication saves time in _____.
 - a. Internal communication
 - b. Overview
 - c. Oral communication
 - d. Schedule
2. Two identical verbal messages may communicate entirely different meanings when the type of voice is different. This happens due to _____.
 - a. Paralanguage
 - b. Miscommunication
 - c. Feedback
 - d. Motivation
3. Following is (are) non-verbal communication.
 - a. Appearance
 - b. Posture
 - c. Facial expression
 - d. All of the above
4. The handshake that conveys confidence is _____.
 - a. Limp
 - b. Firm
 - c. Double
 - d. Loose
5. The keys to write a successful resume are;
 - a. Too long, verbose descriptions and over confident tone
 - b. "You" attitude, focus on your audience and think about prospective
 - c. Employers need
 - d. None of the above
 - e. All of the above
6. List of items to be discussed and decided in a meeting is called as _____.
 - a. Resolution
 - b. Minutes
 - c. Invoice
 - d. Agenda
7. A report prepared in a prescribed form and presented according to an established procedure is _____ report.
 - a. Formal
 - b. Informal
 - c. Statutory
 - d. General
8. _____ refers to the amount of space that individuals naturally maintain between each other.
 - a. Chronemics
 - b. Gestures
 - c. Proxemics
 - d. None of these



9. ----- takes place when you listen to only those things that you want to hear or to those that you are interested in.
- Discriminative listening
 - Biased listening
 - Selective Listening
 - Appreciative listening
10. Which of the following is /are not 7Cs of presentation?
- Clarity
 - Confusion
 - Concreteness
 - Collectiveness

b) Answer if the statement is True or False

(10marks)

- Business depends on communication.
- Communication ability consistently ranks last among the skills that employers look for in college graduates.
- Cross-cultural teams can include people from different nations and cultural groups served by the company.
- Report writing is essential in business communication as it can be stored for documentation.
- Principles of management do not change from company to company. The underlined word is spelt correctly.
- The speaker had emmaculate pronunciation. The underlined word is spelt incorrectly.
- I insure you that the consignment will reach your warehouse by tomorrow evening. The word insure has been used correctly in this context.
- Personal profile is also known as Curriculum vitae.
- Memo stands for memorandum
- Technology does not always support communication.

Q.2) Answer any 2 out of 3

(15marks)

- What is feedback? What is feedback important?
- What is communication important in the corporate world?
- How does technology aid communication?

Q.3) Answer any 2 out of 3

(15marks)

- List the advantages and disadvantages of email in brief.
- Explain the attributes of Verbal communication.
- Write the merits and demerits of Oral communication

Q.4) Answer any 2 out of 3

(15marks)

- You have an advertising and PR company. Your company requires 15 laptops with graphic features and good RAM size. Request for a quotation letter from the sales manager of Lenovo as you plan to buy 15 laptops from them for your company.
- In lieu of the Pandemic situation, your office board members have decided to enforce Work-from-home option for all employees till the COVID condition stabilizes in the city. Write an office Notice informing all the employees. You may add necessary details as per your choice.
- Prepare your resume for a job application. The resume should entail all necessary information about you.

Q.5) Answer any 2 out of 3

(15marks)

- How can we make an impressive oral presentation?
- What are the essential features to keep in mind while preparing a power point presentation?
- How does misspelt vocabulary affect business communication?



Q.6) Write Short Notes (Any 4 out of 6)
(20marks)

- a) Communication process
- b) Non-verbal communication
- c) Importance of draft in report writing
- d) Physical barrier to communication
- e) What are minutes of meeting
- f) Visual aids
