

Practice Question Paper – Business Communication

This set is for practice and familiarisation with the pattern and difficulty level.

PART A – Multiple Choice Questions (1 mark each)

(Q1–20: Basic recall and understanding)

Q1. Communication becomes two-way when:

- (A) Only the sender speaks
- (B) Only the receiver responds
- (C) The receiver gives feedback to the sender
- (D) Noise is completely removed

Q2. Which of the following is NOT an example of non-verbal communication?

- (A) Eye contact
- (B) Facial expressions
- (C) A written email
- (D) Posture

Q3. In a workplace context, grapevine communication refers to:

- (A) Official reports only
- (B) Informal and unofficial flow of information
- (C) Circulars issued by HR
- (D) Top-down communication from CEO

Q4. The primary purpose of active listening is to:

- (A) Prepare your reply while the other person speaks
- (B) Understand the message, feelings, and intent of the speaker
- (C) Interrupt whenever you disagree
- (D) Take notes without eye contact

Q5. In a formal business letter, the inside address appears:

- (A) Above the the date
- (B) Below the sender's address and date
- (C) In the footer
- (D) On the envelope only

Q6. Which of the following is the best subject line for a complaint email?

- (A) Complaint
- (B) Issue
- (C) Complaint regarding incorrect invoice for March 2025
- (D) Please check this

Q7. A memo is generally used to communicate:

- (A) With customers
- (B) With suppliers

- (C) Within the organisation
- (D) With the media

Q8. Minutes of Meeting should mainly focus on:

- (A) Grammar and style
- (B) Personal opinions of members
- (C) Key decisions, responsibilities, and deadlines
- (D) Background history of the organisation

Q9. Which element is crucial for an effective oral presentation?

- (A) Reading every word on the slide
- (B) Speaking in a monotone
- (C) Clear structure with introduction, body, and conclusion
- (D) Avoiding any visuals

Q10. “Call to Action” in a presentation refers to:

- (A) Asking for feedback later
- (B) Requesting the audience to do something specific after the presentation
- (C) Telling a story
- (D) Playing a video

Q11. A brand logo is mainly used to:

- (A) Increase employee salary
- (B) Provide detailed product information
- (C) Visually identify a brand
- (D) Replace all text in advertisements

Q12. A tagline like “Think Different” is primarily designed to:

- (A) List specifications
- (B) Create emotional connection and recall
- (C) Replace the brand name
- (D) Explain the refund policy

Q13. A feasibility report is prepared to:

- (A) Entertain clients
- (B) Decide whether a proposed idea is practical and workable
- (C) Record routine attendance
- (D) Describe only past events

Q14. Which of the following is usually a part of a formal report?

- (A) Meme section
- (B) Title page, table of contents, findings, recommendations
- (C) Only colourful charts
- (D) Personal diary notes

Q15. A cover letter for a job application should:

- (A) Repeat the entire CV

- (B) Focus on how your skills match the job
- (C) Mention your personal problems in detail
- (D) Avoid mentioning the job role

Q16. In a résumé, the most appropriate order is:

- (A) Hobbies, personal details, career objective, education
- (B) Career objective, education, experience, skills
- (C) Skills, hobbies, career objective, friends
- (D) Address, date of birth, signature only

Q17. In a Group Discussion, a participant shows good etiquette by:

- (A) Shouting to dominate
- (B) Listening and building on others' points
- (C) Ignoring the topic
- (D) Speaking only at the end abruptly

Q18. Which body language is most appropriate in a job interview?

- (A) Slouching in the chair
- (B) Avoiding eye contact completely
- (C) Sitting upright with open posture and natural eye contact
- (D) Constantly checking your phone

Q19. "Tell me about yourself" in an interview should be answered by:

- (A) Reciting your entire family history
- (B) Giving a short professional summary of your profile
- (C) Talking only about hobbies
- (D) Saying, "It's already in my CV"

Q20. A thank-you email after an interview should ideally be sent:

- (A) After a few hours or within a day
- (B) Only if you are selected
- (C) After one month
- (D) Never

PART B – Multiple Choice Questions (2 marks each)

(Q21–40: Application and scenario-based)

Q21. You need to inform your team that tomorrow's meeting is shifted from 10:00 AM to 2:00 PM. Which email opening is BEST?

- (A) "Tomorrow's plan changed, figure it out."
- (B) "This is to inform you that the project review meeting scheduled at 10:00 AM tomorrow has been rescheduled to 2:00 PM."
- (C) "Meeting postponed, don't come early."
- (D) "Kindly do the needful regarding the same."

Q22. A colleague sends you a long email with multiple questions. What is the most effective way to respond?

- (A) Reply briefly: "Okay, will see."
- (B) Ignore the questions and ask them to call you.
- (C) Answer each question clearly using numbered points.
- (D) Forward the email to someone else without informing.

Q23. In a formal email, which sign-off is MOST suitable to an external client?

- (A) Regards
- (B) Cheers bro
- (C) Take care dear
- (D) Bye

Q24. While writing minutes, you notice that two members strongly disagreed. What should you record?

- (A) "Members fought and argued a lot."
- (B) "A heated argument took place but was unresolved."
- (C) "Differing views were expressed; the decision was postponed to the next meeting."
- (D) Nothing about it.

Q25. Your team is preparing a presentation for senior management. Which option is the BEST strategy?

- (A) Include all raw data tables exactly as in the Excel sheet.
- (B) Summarise key insights, use charts for trends, and highlight 3–4 main recommendations.
- (C) Add as many animations as possible.
- (D) Read out the report word-for-word.

Q26. During a presentation, your audience seems distracted and starts checking their phones. What should you do?

- (A) Continue without change; time is limited.
- (B) Ask them loudly, "Why are you not listening?"
- (C) Use a short question, poll, or quick example to re-engage them.
- (D) Stop the presentation and walk out.

Q27. A social media post for a brand gets negative comments about delayed delivery. A good response from the brand would be:

- (A) “If you don’t like it, don’t order.”
- (B) Delete all negative comments.
- (C) Politely apologise, explain the situation briefly, and offer to resolve the issue.
- (D) Ignore the comments.

Q28. A call-to-action button in digital advertising that encourages sign-ups would MOST LIKELY say:

- (A) “Maybe later”
- (B) “Click here if you want”
- (C) “Sign Up Now”
- (D) “Whatever”

Q29. Which statement BEST differentiates an informational report from an analytical report?

- (A) Informational reports give opinions; analytical do not.
- (B) Analytical reports only describe data.
- (C) Informational reports mainly present facts; analytical reports also interpret and recommend.
- (D) Both are exactly the same.

Q30. You are drafting an executive summary of a 50-page report. What should it primarily contain?

- (A) Every table and figure
- (B) Background only
- (C) Key purpose, methods, main findings, and recommendations in one or two pages
- (D) Detailed literature review

Q31. A job application email with attachment should have which of the following subject lines?

- (A) “Job”
- (B) “Application – Management Trainee – Ref: MT/2025/07”
- (C) “Please see my CV”
- (D) “Important mail”

Q32. In a résumé, which of these entries is the most professionally written achievement?

- (A) “Did many things in my previous job.”
- (B) “Was responsible for everything in the team.”
- (C) “Coordinated a 5-member team to complete a market survey project 2 weeks before deadline.”
- (D) “Worked hard and sincerely.”

Q33. In a Group Discussion, a participant says: “I appreciate your point, but may I add another perspective?” This reflects:

- (A) Aggressive behaviour
- (B) Respectful disagreement

- (C) Avoidance of topic
- (D) Lack of confidence

Q34. The BEST way to handle a question in a job interview when you don't know the answer is to:

- (A) Guess confidently and hope it works.
- (B) Admit you don't know, but try to connect with what you do know and show willingness to learn.
- (C) Stay silent.
- (D) Change the topic.

Q35. A telephonic interview requires you to:

- (A) Speak very fast to cover everything.
- (B) Eat during the call.
- (C) Find a quiet space, speak clearly, and smile to maintain a positive tone.
- (D) Put the phone on speaker and talk casually.

Q36. An internal business proposal to introduce a new software should emphasise:

- (A) Only technical features
- (B) Personal opinions about current staff
- (C) Cost, benefits, impact on efficiency, and implementation plan
- (D) Office politics

Q37. The limitation of relying only on informal communication in organisations is that:

- (A) It is always accurate.
- (B) Messages may get distorted as they are passed along.
- (C) It is always officially documented.
- (D) It replaces the need for written policies.

Q38. A presentation slide that is "visually effective" typically:

- (A) Uses limited text, clear fonts, and relevant visuals
- (B) Has long paragraphs and many fonts
- (C) Uses only capital letters
- (D) Avoids any images or charts

Q39. A notice for a meeting should include all EXCEPT:

- (A) Date and time
- (B) Place
- (C) Agenda items
- (D) Detailed minutes of the previous meeting

Q40. Which of the following shows professional email etiquette?

- (A) Writing in all caps to show importance
- (B) Using emojis in every line
- (C) Using clear subject, polite tone, and checking grammar before sending
- (D) Replying to all with personal jokes

PART C – Descriptive / Long Answer Questions (Practice)

(Q41–Q54: Treat as 5-mark each as per your scheme)

Q41. Explain the process of communication with a neat diagram. Discuss any four barriers to effective communication and suggest ways to overcome them in a corporate setting.

Q42. Describe the principles of effective business writing. How can clarity, conciseness, and tone improve the quality of emails and letters? Give suitable examples.

Q43. Draft a sample formal email to a client apologising for a delay in project delivery and proposing a revised timeline. Explain the structure of your email.

Q44. What are the differences between formal and informal communication in organisations? Illustrate with examples from workplace scenarios.

Q45. Explain the components of a well-designed PowerPoint presentation for a management review meeting. Include guidelines for content, design, and delivery.

Q46. Discuss the role of visuals (charts, graphs, infographics) in business reports and presentations. What are the do's and don'ts while using visuals?

Q47. Define digital branding. How can a small business use social media effectively to build its brand image? Provide at least three strategies with examples.

Q48. Describe the structure and essential elements of a formal business report. How does a good report support decision-making in an organisation?

Q49. Differentiate between short reports, periodic reports, and investigative reports with suitable examples from a business environment.

Q50. What is a business proposal? Explain the stages involved in planning and writing a persuasive internal proposal for process improvement.

Q51. Write short notes on: (a) Notice and Agenda (b) Minutes of Meeting. Explain their importance in organisational communication.

Q52. Discuss the skills and strategies needed to perform well in a Group Discussion for campus recruitment or promotion interviews.

Q53. Explain the pre-interview, during-interview, and post-interview stages of a job interview. What should a candidate do at each stage to create a positive impression?

Q54. What is professional etiquette in the workplace? Discuss how email etiquette, meeting etiquette, and telephone etiquette affect one's professional image.

Answer Key – Practice Question Paper

Part A – MCQs (1 mark each)

Q1–Q20: 1–C, 2–C, 3–B, 4–B, 5–B, 6–C, 7–C, 8–C, 9–C, 10–B, 11–C, 12–B, 13–B, 14–B, 15–B, 16–B, 17–B, 18–C, 19–B, 20–A.

Part B – MCQs (2 marks each)

Q21–Q40: 21–B, 22–C, 23–A, 24–C, 25–B, 26–C, 27–C, 28–C, 29–C, 30–C, 31–B, 32–C, 33–B, 34–B, 35–C, 36–C, 37–B, 38–A, 39–D, 40–C.