**BUSINESS COMMUNICATION QUESTION BANK**

**UNIT-1**

**SECTION – A**

**(Short Answer Questions)**

**Category – 1** (Minimum 6 Questions)

1. What is communication?

2. What are the objectives of Communication?

3. What is formal communication?

4. Write a note on the need and importance of business communication.

5. What is downward communication?

6. Feedback is an important component of communication. Write a note

**Category – 2** (Minimum 6 Questions)

1. Communication is a two way process. Explain

2. Write a short note on Informal Communication.

3. Write a note on different types of communication

4. What are the elements of Communication?

5. What is Upward Communication?

6. Write short note on Denotation and connotation

**SECTION – B**

**(Essay Questions)**

**a. Tough Questions**

1. Explain any 2 models of communication.

2. Explain how the wrong choice of the channel of communication acts as a barrier in communication

3. How do the personal opinions and prejudices act as a barrier to communication? Support your answer with relevant examples.

**b. Moderate Questions**

1. Communication is the lifeblood of a business organization. Discuss

2. Explain the different aim with which communication is done.

3. Communication is the lifeblood of a business organization.

**c. Easy Questions**

1. How can one overcome the barriers of communication? Discuss

2. Explain in brief seven C’s of effective communication.

**SECTION – C (2 tough case studies if required)**

**Part A**

Your boss has been telling of late that he would welcome suggestions about how to improve the organization. You take him at his words and end up meeting him to discuss some of your ideas with him. As you begin to outline the changes you propose, he fixes you with a stare and folds his arm across his chest; as you go on, the frown on his face gathers intensity. When you finish, he gets up abruptly and says, with barely suppressed menace in his voice, ‘Thank you very much. Your ideas are priceless.’

**Part B**

Your friend has started a new organization. He is encountering some labour problems. You are a personnel management specialist and have several years of experience in the personnel department of large organization. Your friend calls you over to his office one day to discuss his problems. He finds your ideas innovative and thinks you are just right for his kind of set up. As you get up leave, your friend clasps your hand warmly, beams at you and says, ‘Thank you very much. Your ideas are priceless.’

1. Verbally the two messages are exactly the same. Do you think the two speakers were communicating the same message? What is it that makes the two messages so different?
2. Explain the above situations by relating it to medium of communication.

**UNIT-II**

**SECTION – A**

**(Short Answer Questions)**

**Category – 1** (Minimum 6 Questions)

1. What is Verbal Communication? Explain its types.
2. What is listening?
3. What is a Meeting?  
   What does crisis communication meant?
4. What is meeting etiquette?
5. Write short note on importance of body language in non-verbal communication
6. Relation between negation and conflict

**Category – 2** (Minimum 6 Questions)

1. What s non-Verbal communication? Explain its Types
2. Write a short Note on ‘Perception and reality’.
3. What is the Purpose of the Meeting?
4. What’s meant by conflict resolution?
5. Write short note on Negotiation skills
6. Characteristics’ of oral communication

**SECTION – B**

**(Essay Questions)**

**a. Tough Questions**

1. What do you mean by effective listening? Describe in brief the main principles of effective listening.
2. What are the three phases of crisis communication? Explain in detail
3. Explain different types of conflict styles?

**b. Moderate Questions**

1. Conflict can be avoided by effective communication and enhanced interpersonal relations. Comment.
2. Explain the Negotiation process in detail.
3. Explain the merits and limitations of Oral communication?

**c. Easy Questions**

1. “We have two ears and one mouth so that we can listen twice as much as we speak.”- Elaborate the statement in the context of the importance of listening skills in personal as well as professional life.
2. Explain different types of negotiation with example.

**SECTION – C (2 tough case studies if required)**

Consider this typical trend in a company. Even if a couple of people are sitting on the same floor a little apart, they do not come together for meetings. They prefer to take up discussions over conference calls or through VoIP. You feel that this is not right as the lack of face-to-face interaction increases the distance between the team members. What do you think can be done?

**UNIT-III**

**SECTION – A**

**(Short Answer Questions)**

**Category – 1** (Minimum 6 Questions)

1. Write one feature of a concise business letter?
2. What is jargon?
3. How one can get attention of the audience while giving presentation? Give four points.
4. Write a short note on Use of posters, signs and signals for communication.
5. What should be the aim of a good resume?
6. How is it important to have good presentation skills? Give at least four points

**Category – 2** (Minimum 6 Questions)

1. What is meant by “You Attitude”?
2. Explain the meaning of the lay-out of a business letter.
3. What is a Resume?
4. Why do we have to analyze the audience before giving presentation?
5. When do you use a letter and when do you write a memo?
6. Why do we have to define purpose before giving presentation?

**SECTION – B**

**(Essay Questions)**

**a. Tough Questions**

1. Discuss the importance of non-verbal communication in context to presentation.
2. “A picture is worth a thousand words.” Discuss with reference to the use of posters in business communication.
3. Draft functional resume.

**b. Moderate Questions**

1. Explain different modes of presentation
2. Show how computers have changed the modes of communication in the business world and how we are moving in the direction of a paperless office.
3. Discuss & seven C’s of business letter. / Characteristics of a Business Letter.

**c. Easy Questions**

1. Discuss the tips for creating an impact on the audience.
2. Draft a memo to the employee of your firm for irregularities and indiscipline in work.

**SECTION – C (2 tough case studies if required)**

1. Mr. Metha has only been using ‘correspondence’ as a means of communication in his business. Advise him how he can improve his communication.
2. As a principal of a college draft a testimonial for an outstanding student who has just passed the B.A. examination.

**UNIT-IV**

**SECTION – A**

**(Short Answer Questions)**

**Category – 1** (Minimum 6 Questions)

1. Write a note on the need and importance of business report. What are the ideal features of such report?
2. Differentiate between Formal and Informal Reports
3. How would you differentiate a proposal from a report?
4. What are the guidelines one should follow while writing a proposal?
5. Why are reports generally a group report?
6. What are the different types of report?

**Category – 2** (Minimum 6 Questions)

1. Why do we write a report?
2. What is the desirable structure of a business report? How many ways a report can be written?
3. Differentiate between Reports and Minutes
4. What is the difference between short reports and long reports?
5. Who is the audience to a report?
6. What are the prefatory parts of a report?

**SECTION – B**

**(Essay Questions)**

**a. Tough Questions**

1. What is business report? What re are the essential features of good report and the major components of a report. ?
2. Define report? Explain the steps in writing a report
3. What is a feasibility report explain with examples

**b. Moderate Questions**

1. "The single most significant characteristic of the business report is the ability to define the structure of a report." Discuss.
2. What are the dos and don’ts of report writing? Explain them in detail
3. What are business report and explain in detail its types?

**c. Easy Questions**

1. What’s the objective of preparing a report and explain its elements?
2. You are the advertising manager of the North Zone of a company manufacturing food products. Director of the marketing department asks you to prepare a report on how the company should use advertising to support a new product launched in the existing product line.

**SECTION – C (2 tough case studies if required)**

1. Your sales are declining and you do not know the reason. You intend to do a study and submit a report to the management of your company. What are the steps that you will take to complete the report?
2. Your manager has asked you to determine whether or not the office staff would welcome the introduction of canteen facilities. Most of the staff have indicated that they would, but only if the facilities were of a high standard. Some of the staff would prefer luncheon vouchers. Make your recommendation in a report to your manager

**UNIT-V**

**SECTION – A**

**(Short Answer Questions)**

**Category – 1** (Minimum 6 Questions)

1. What is an interpersonal skill?
2. What do you mean by transactional analysis?
3. Write a short note on motivation as objective of communication
4. What are the four areas of the Johari Window?
5. What is etiquette in business communication?
6. What are the key elements of motivation?

**Category – 2** (Minimum 6 Questions)

1. What is the Johari Window and how to use it?
2. Write note on body language importance in interview
3. What is perception in communication?
4. What is the goal of using the Johari Window?
5. What’s meant by corporate etiquette?
6. What is the difference between emotions and moods?

**SECTION – B**

**(Essay Questions)**

1. **Tough Questions**
2. Give an example and explain how culture affects perception.
3. Describe the Johari Window four quadrant in details
4. How transactional analysis is used in workplace and what is the goal of using it in organisation
5. **Moderate Questions**
6. How does the Johari window assist in interpersonal communication?
7. What is the link between perception and decision making? How does one affect the other?
8. Write some strategies for emotions regulations and their likely effects.

**c. Easy Questions**

1. Explain how emotion and motivation play a vital role in interpersonal communication.
2. What are the do’s and don’ts in interview

**SECTION – C (2 tough case studies if required)**

Damien Watson works as the Concierge at the Sheraton Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Damien has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries.

As he was resting his head on the front desk while sitting down, Lisa Smart a guest at the hotel came to his desk. She had heard all about the Melbourne Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Damien for his assistance.

Damien was not very attentive to Lisa's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Melbourne and a map of the city, without uttering a single word.

When Lisa asked him what tram to catch he pointed to a MET timetable. Lisa was very annoyed by Damien's lack of assistance and told him so, as she moved behind the desk to confront him.

During Lisa's outburst Damien picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her.

Lisa couldn't believe Damien's attitude and told him that she would take this matter up further with management.

1. Describe Damien's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space).
2. What parts of the Case Study show us examples of poor communication?
3. How could this situation be rectified?

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