**CPS: Spring Semester, 2020**

**7Cs Quiz :**

**Name & R. No: …………………… Section: ………………… Total Marks 23**

**Q.1: Choose the best answer: 05 marks**

**1.……………………. is not one of the 7Cs of communication.**

1. Completeness B. Character C. Conciseness D. Concreteness

**2. When your message contains all the facts, the reader or the listener needs, it is called:**

1. Completeness B. Conciseness C. Concreteness D. Clarity

**3** **………………. is saying what you have to say in the fewest possible words.**

1. Courtesy B. Completeness C. Conciseness D. Correctness

**4. All seven C’s can be applied to:**

A. Oral communication B. Written and nonverbal communication

C. Oral and verbal communication D. Effective business communication

**5. True…………………involves being aware not only of the perspective of others but also feelings.**

A. Concreteness B. Conciseness C. Courtesy D. Completeness

**Q.2: Change the given wordy expressions into concise words. 02 marks**

|  |  |
| --- | --- |
| 1. Due to the fact that |  |
| 1. In due course |  |
| 1. At this time |  |
| 1. Few in number |  |

**Q.3: Choose the correct word that should be used in each sentence. 06 marks**

a. This act will not (effect, affect) my confidence in you.

b. (Continuous, continual) rains are drenching the fields.

c. Do you know (who, whom) the manager promoted yesterday?

d. We sold (fewer, less) fans last month.

e. Your rug should (lie, lay) smooth on the floor.

f. RXZ College employs 10 (imminent, eminent) scholars.

**Q. 4 Fill in the blanks. 10 Marks**

1-Principles of good communication are also called ………   
2-The C Qualities are ……………..in number.   
3-Conciseness means to say something in the ………….possible   
Words.   
4-…………………is the accuracy of form language and expression.   
5-Cliché refers to an ……………phrase.

6- A letter written in courteous way seems \_\_\_\_\_\_\_\_\_\_\_\_\_\_  
a)smiling b)crying c)walking d)talking

7-A concise message is complete without being \_\_\_\_\_\_\_\_\_\_\_\_\_\_  
a)clear b)brief c)wordy d )correct  
8-Completeness of message depends on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
a)2 W’s b)5 W’s c)7 W’s d)w and h  
9-Consideration is also called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
a)we attitude b)you attitude c)he attitude d)I attitude \_\_\_\_\_\_\_\_\_\_\_\_\_  
10-If we want to be concrete we must be  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
A)general b)vague c)indirect d)definite