

HONOURS

439/Eng

SKBU/UG/4th Sem/Eng/HT405/21

U.G. 4th Semester Examination - 2021

ENGLISH

Course Code : BENGSEHT405

Course Title : Business Communication

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate marks.

Answer all the questions by choosing correct alternative:

2×25=50

1. Communication means ___ information, feeling and thoughts, with others.
 - a) To receive.
 - b) Exchange of.
 - c) Conveying.
 - d) All the above.
2. Communication problems otherwise known as
 - a) Enquire.
 - b) Barriers.
 - c) Encoding.
 - d) Decoding.
3. Grapevine communication is associated with ___ communication.
 - a) Formal
 - b) Informal
 - c) Horizontal
 - d) Vertical.
4. Horizontal communication flows through _____.
 - a) Face-to-face discussion.
 - b) Telephonic talk.
 - c) Periodical meeting.
 - d) All the above.
5. Gestural communication is a _____.
 - a) Non-Verbal Message.
 - b) Direct conversation.
 - c) Oral communication
 - d) Written.
6. Denotations and Connotations are _____ barriers in communication process.
 - a) Physical barriers
 - b) Semantic barriers
 - c) Encoding barriers
 - d) Technical barriers
7. Which of the following combination is /are example/s of oral communication?
 - a) Meetings, memos and presentations
 - b) Meetings, memos and performance reviews
 - c) Meetings, presentations and performance reviews
 - d) All the above

[Turn Over]

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8. Which of the following combination is /are example/s of written communication?
- a) Letters and voicemail
 - b) Reports and email
 - c) Circulars and voicemail
 - d) All the above.
9. Diagonal communication is also known as:
- a) Cross ward communication
 - b) Horizontal communication
 - c) Vertical communication
 - d) Any of the above
10. Listening has been identified as one of the “seven habits of highly effective people” by :
- a) Lundsteen
 - b) Stephen Covey
 - c) Lee Iacocca
 - d) Tom Peters
11. Readability is determined mainly by :
- a) Punctuation
 - b) Length of words
 - c) Active and passive voice
 - d) Spelling

12. FOGINDEX is used to measure:
- a) Clarity of message
 - b) Courtesy of message
 - c) Readability of message
 - d) All the above.
13. According to Richard Fitch, in communication process 90% belongs to _____.
- a) Formal communication
 - b) Non-verbal communication
 - c) Informal communication
 - d) Oral communication
14. According to Proxemics (space language), zones are classified into _____ categories
- a) 3
 - b) 4
 - c) 5
 - d) 6
15. Dunning letters are also called _____.
- a) Collection letters.
 - b) Letter of credit.
 - c) Compliant letters.
 - d) Suggestion letters.
16. In _____ speakers’ choice of words unintentionally communicates something more than what the actual words state.
- a) Formal Communication
 - b) Informal communication
 - c) Meta communication
 - d) None of these

17. _____ is the study of body physical movements.
- a) Kinesics b) Proxemics
c) Time language d) Paralanguage
18. It involves how we say something in different pitch, tone and voice modulation such as slow or fast.
- a) Kinesics b) Proxemics
c) Time language d) Paralanguage
19. Small cards that contain the important points of presentation is known as:
- a) Hand-outs b) Cue-cards
c) Attention grabbers d) None of these
20. _____ is a systematic oral exchange of information, views and opinions about a topic, issue, problem or situation among members of a group who share certain common objectives.
- a) Presentation b) Group discussion
c) Group interview d) All of these
21. A _____ Starts by listing your work history, with the most recent position listed first.
- a) Functional resume
b) Mini resume
c) Combination resume
d) Chronological resume

22. _____ are used by an organisation as a means of having written records of established practices such as instructions on how to undertake specific tasks and work policies.
- a) Manuals b) Memos
c) Letters d) All the above
23. A _____ is also known as a 'cover letter'
- a) Resume b) Curriculum vitae
c) Application letter d) Sales letter
24. A _____ includes rules for forming compound words, abbreviating technical terms, and writing unusual or difficult words
- a) Appendix b) List of references
c) Bibliography d) Glossary
25. The business letter that neither please nor displease the receiver, but are received with interest are known as
- a) Good news letter b) Praising letter
c) Routine letter d) All the above.