

Roll No.-----

Paper Code

3 4 3

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

--	--	--	--	--	--	--	--

प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

BBA (Second Semester) Examination, July-2022

BBA-202(N)

Business Communication

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-343**
- निर्देश : —**
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
 2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
 3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
 4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
 5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
 6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
 7. निगेटिव मार्किंग नहीं है।
- महत्वपूर्ण : —**
- प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

1. The most important goal of business communication is:
 - (A) Organization goodwill
 - (B) Receiver response
 - (C) Receiver understanding
 - (D) Increase business
2. Downward communication flows from:
 - (A) Upper to lower
 - (B) Lower to upper
 - (C) Horizontal
 - (D) Diagonal
3. Horizontal communication takes place between:
 - (A) Superior to subordinate
 - (B) Subordinate to Superior
 - (C) Employee with same status
 - (D) None of these
4. The study of communication through touch is:
 - (A) Chronemics
 - (B) Haptics
 - (C) Proxemics
 - (D) Semantics
5. Effective communication is a:
 - (A) One way process
 - (B) Two way process
 - (C) Three way process
 - (D) Four way process

6. The term communis derived from _____ word.
- (A) Greek
 - (B) Latin
 - (C) Chinese
 - (D) Japanese
7. Posters fall under _____ communication.
- (A) Oral
 - (B) Written
 - (C) Visual
 - (D) None of these
8. On the _____ it is possible to get immediate feedback.
- (A) Letter
 - (B) Telephone
 - (C) E-mail
 - (D) Fax
9. I communication is the _____ of business.
- (A) Backbone
 - (B) Nerve system
 - (C) Both of the above
 - (D) None of the above
10. Which refers to the special language of trade?
- (A) Jargon
 - (B) Expressions
 - (C) Suggestions
 - (D) None of the above

11. Audio visual communication is most suitable for mass:
- (A) Publicity
 - (B) Policies
 - (C) Politics
 - (D) None of the above
12. Which one is not an element of the communication process?
- (A) Message
 - (B) Sender
 - (C) Feedback
 - (D) Knowledge
13. Which one is not a nature of communication?
- (A) It is a process
 - (B) It is inevitable
 - (C) Two way process
 - (D) Non social process
14. Find out the odd one:
- (A) Verbal communication
 - (B) Interpersonal communication
 - (C) International communication
 - (D) Intrapersonal communication
15. The person who gave the feedback is called:
- (A) Sender
 - (B) Receiver
 - (C) Channelizer
 - (D) None of the above

16. Decoding occurs in _____end.
- (A) Sender
 - (B) Receiver
 - (C) Channel
 - (D) None of the above
17. Which one is not a purpose of communication?
- (A) To inform
 - (B) To persuade
 - (C) To educate
 - (D) To compel
18. Dimensions of communication:
- (A) Longitudinal
 - (B) Horizontal
 - (C) Diagonal
 - (D) All of the above
19. Verbal and nonverbal are the form of:
- (A) Business
 - (B) Communication
 - (C) Organization
 - (D) None of the above
20. Written communication is a form of:
- (A) Verbal communication
 - (B) Nonverbal communication
 - (C) Audio visual communication
 - (D) None of the above

21. Grapevine is a:
- (A) Verbal communication
 - (B) Informal communication
 - (C) Formal communication
 - (D) None of the above
22. Find out the odd one:
- (A) Single strand chain
 - (B) Gossip chain
 - (C) Probability chain
 - (D) Interpersonal chain
23. 'Sets the organizational structure' is a function of:
- (A) Planning
 - (B) Organizing
 - (C) Forecasting
 - (D) Instructing
24. Motivation can be achieved through _____ incentives.
- (A) Monetary
 - (B) Social
 - (C) Non monetary
 - (D) Legal
25. The most important part of the letter is:
- (A) Heading
 - (B) Date
 - (C) Body of the letter
 - (D) Post script

26. Communication is a:
- (A) Verbal and nonverbal
 - (B) Formal and informal
 - (C) Oral and written
 - (D) All of the above
27. An _____ report can be denied at any time.
- (A) Oral
 - (B) Written
 - (C) Special
 - (D) Informal
28. An effort to influence the attitude and feeling of other is:
- (A) Persuasion
 - (B) Suggestion
 - (C) Advise
 - (D) Appreciation
29. The main objective of communication is:
- (A) Information and Persuasion
 - (B) Skill and personality development
 - (C) Business management
 - (D) Planning
30. Encoding is used by:
- (A) Receiver
 - (B) Sender
 - (C) Channel
 - (D) None of the above

31. A memo is an example of:
- (A) External communication
 - (B) Internal communication
 - (C) Oral communication
 - (D) Nonverbal communication
32. Minutes of resolution is only resolution:
- (A) Recorded
 - (B) Development
 - (C) Decision making
 - (D) Authenticated
33. The minimum number of members necessary for a meeting is called as:
- (A) Quorum
 - (B) Resolution
 - (C) Proxy
 - (D) Prospectus
34. The downward communication flows from:
- (A) Superior to subordinate
 - (B) Superior to Superior
 - (C) Subordinate to Superior
 - (D) Subordinate to subordinate
35. Which of the following is a quick and clear method of communication?
- (A) E-mail
 - (B) Notices
 - (C) Face to face
 - (D) Telephone

36. Which method is good for taking leave in the office?
- (A) Website
 - (B) E-mail
 - (C) Notice
 - (D) None of the above
37. Communication starts with:
- (A) Encoding
 - (B) Sender
 - (C) Channel
 - (D) Feedback
38. Study of body language is called:
- (A) Proxemics
 - (B) Kinesics
 - (C) Haptics
 - (D) Semantic
39. Facial expression is a part of:
- (A) Body language
 - (B) Feedback
 - (C) Time language
 - (D) None of the above
40. Orders and directors are the example of:
- (A) Upward communication
 - (B) Downward communication
 - (C) Diagonal communication
 - (D) Horizontal communication

41. Communication between HR manager and the salesman is an examples of:
- (A) Diagonal communication
 - (B) Lateral communication
 - (C) Verbal communication
 - (D) Horizontal communication
42. Receiving a sales order is an example of:
- (A) Internal communication
 - (B) External communication
 - (C) Horizontal communication
 - (D) Diagonal communication
43. Study of space language is called:
- (A) Paralanguage
 - (B) Proxemics
 - (C) Kinesics
 - (D) None of the above
44. Communication problems otherwise known as:
- (A) Enquire
 - (B) Barriers
 - (C) Encoding
 - (D) Decoding
45. Gesture communication is a:
- (A) Direct conversation
 - (B) Nonverbal communication
 - (C) Oral communication
 - (D) Written communication

46. Physical barriers to communication are :
- (A) Interpretation of words
 - (B) Gestures
 - (C) Postures
 - (D) Time and distance
47. Visual communication are dependent on what factors?
- (A) Text message
 - (B) Postures
 - (C) Body language
 - (D) Sign and symbols
48. What is the final step in the communication cycle?
- (A) Encoding
 - (B) Decoding
 - (C) Feedback
 - (D) Receiving
49. If there is the absence of feedback then it will lead to:
- (A) Communication barrier
 - (B) Mistrust
 - (C) Interference
 - (D) None of the above
50. The process in which the receiver in interprets and understand the message is called?
- (A) Encoding
 - (B) Decoding
 - (C) Feedback
 - (D) None of the above

51. Which of the following is an example of oral communication?
- (A) Phone call
 - (B) Letters
 - (C) Newspaper
 - (D) E-mail
52. Two persons talking over a phone is an example of:
- (A) Written communication
 - (B) Small group communication
 - (C) Public communication
 - (D) Interpersonal communication
53. Which type of words should be used for effective communication?
- (A) Technical
 - (B) Jargon
 - (C) Simple
 - (D) Acronyms
54. Sending a letter is which type of communication?
- (A) Listening
 - (B) Writing
 - (C) Speaking
 - (D) Reading
55. Which one is a part of 7 C's of communication?
- (A) Conciseness
 - (B) Correctness
 - (C) Clarity
 - (D) Character

56. The handshake that conveys confidence:
- (A) Double
 - (B) Limp
 - (C) Loose
 - (D) Firm
57. Appeals and representations are used in _____ communication.
- (A) Grapevine
 - (B) Horizontal
 - (C) Upward
 - (D) Downward
58. Our address and phone number are shown on our:
- (A) Snail mail
 - (B) Postage
 - (C) Letterhead
 - (D) Salutation
59. Communication is the task of imparting:
- (A) Message
 - (B) Knowledge
 - (C) Information
 - (D) Training
60. Exchange of Ideas between two or more person is:
- (A) Telling
 - (B) Understanding
 - (C) Communication
 - (D) Listening

61. In writing business, letters one has to be:
- (A) Formal
 - (B) Dull
 - (C) Conversational
 - (D) Friendly
62. Communication without words is called:
- (A) Verbal
 - (B) Written
 - (C) Oral
 - (D) Nonverbal
63. What is the primary purpose of report?
- (A) To monitor and control protection
 - (B) To control problems
 - (C) To solve problems
 - (D) To analyse problems and predict practical alternative
64. If there is no receiver there is no _____.
- (A) Sender
 - (B) Communication
 - (C) Message
 - (D) Media
65. The whole concept of achieving success begins with how you _____.
- (A) Behave
 - (B) Think
 - (C) Work
 - (D) All of the above

66. Body of the letter is divided into _____ parts.
- (A) 1
 - (B) 2
 - (C) 3
 - (D) 4
67. _____ of the letter consist of main message.
- (A) Heading
 - (B) Body
 - (C) Greeting
 - (D) Closing
68. Which of the following is not a barrier to effective communication?
- (A) Filtering
 - (B) Language
 - (C) Channel richness
 - (D) Defensiveness
69. When a group agrees to support and commit to the decision of the group they have reached:
- (A) A Census
 - (B) A Consensus
 - (C) A Solution
 - (D) An analysis
70. Set of the list of do and don'ts by using:
- (A) Body
 - (B) Formal
 - (C) Bullets
 - (D) Letter heads

71. Good business letters are characterised by the _____ personal quality of the writer.
- (A) Humour
 - (B) Seriousness
 - (C) Sincerity
 - (D) Formality
72. In block text format you do not _____ each paragraph.
- (A) Margin
 - (B) Indent
 - (C) Transition
 - (D) Punctuation
73. Human communication is essentially:
- (A) Imperfect
 - (B) Perfect
 - (C) Short lived
 - (D) Emotional
74. In business the purpose of writing is mainly to:
- (A) Persuade
 - (B) Inform
 - (C) Both inform and persuade
 - (D) Entertain
75. Technical language is a _____ barrier.
- (A) Organizational
 - (B) Semantic
 - (C) Psychological
 - (D) Physical

76. Simplicity in writing means essentially:
- (A) The use of simple words
 - (B) Plainness
 - (C) The use of simple tense
 - (D) The use of Simple sentences
77. Which of the following is a correct date line for a business letter?
- (A) July 20 2021
 - (B) July 20, 2021
 - (C) 20 July 2021
 - (D) 20/07/2021
78. The _____ of business letter is called layout.
- (A) Pattern
 - (B) Body
 - (C) Content
 - (D) All of the above
79. Informative writing focuses primarily on the:
- (A) Reader
 - (B) Writer
 - (C) Subject under discussion
 - (D) Latest information
80. Any factor which disturb or interferes with the communication of a message is known as:
- (A) Inaccurate decoding
 - (B) Disturbance
 - (C) Inaccurate encoding
 - (D) Noise

81. Which is not the type of communication channel?
- (A) Writing
 - (B) Speaking
 - (C) Listening
 - (D) Acting
82. What writing style is usually used in reports?
- (A) Personal and Critical
 - (B) Emotional and judgmental
 - (C) Objective and attached
 - (D) Subjective and detached
83. When communication with people from a different culture it is best to assume?
- (A) Similar interpretation of symbols
 - (B) Differences until similarity is proven
 - (C) Similar understanding of Ideas
 - (D) People are all the same
84. Find out the odd one:
- (A) Psychological barrier
 - (B) Semantic barrier
 - (C) Contact barrier
 - (D) Organizational barrier
85. Lack of Trust is a:
- (A) Psychological barrier
 - (B) Interpersonal barrier
 - (C) Physical barrier
 - (D) Cultural barrier

86. Halo effect is a:
- (A) Physical barrier
 - (B) Cultural barrier
 - (C) Semantic barrier
 - (D) Psychological barrier
87. Which one is not a part of 4 S's of communication?
- (A) Shortness
 - (B) Simplicity
 - (C) Style
 - (D) Sincerity
88. Which one is not an essential attribute for communication?
- (A) Clarity of purpose
 - (B) Be clear about your target audience
 - (C) Plan your communication
 - (D) Be neutral in approach
89. Differences in values and beliefs of sender and receiver is:
- (A) Organizational barrier
 - (B) Semantic barrier
 - (C) Cross cultural barrier
 - (D) Physical barrier
90. Find out the odd one:
- (A) Personal zone
 - (B) Social zone
 - (C) Public zone
 - (D) National zone

91. Essentials of a business letter includes:
- (A) Clarity
 - (B) Impact
 - (C) Relevant information
 - (D) All of the above
92. Which one is not a types of letters?
- (A) Information letter
 - (B) Sales letter
 - (C) Friendship letter
 - (D) Business letter
93. Types of reports includes:
- (A) Routine reports
 - (B) Special reports
 - (C) Information reports
 - (D) All of the above
94. Define the problem and the purpose is the part of:
- (A) Report planning
 - (B) Communication barrier
 - (C) Nonverbal communication
 - (D) Business letter
95. Immediate feedback is a merit of:
- (A) Written communication
 - (B) Oral communication
 - (C) Both (A) and (B)
 - (D) None of the above

96. Which one is not a pattern of communication ?
- (A) Wheel type network
 - (B) Circle type network
 - (C) Diamond type network
 - (D) Chain type network
97. No legal validity is a demerit of:
- (A) Written communication
 - (B) Oral communication
 - (C) Nonverbal communication
 - (D) None of the above
98. Eye contact is a:
- (A) Verbal communication
 - (B) Nonverbal communication
 - (C) Written communication
 - (D) None of the above
99. Most formal type of communication is a characteristic of:
- (A) Oral communication
 - (B) Nonverbal communication
 - (C) Written communication
 - (D) None of the above
100. Appearance is a part of:
- (A) Kinesics
 - (B) Proxemics
 - (C) Para language
 - (D) None of the above

Rough Work / रफ कार्य

DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
 2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
 3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
 4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
 5. Please read all the instructions carefully before attempting anything on Answer Booklet **(O.M.R ANSWER SHEET)**.
 6. After completion of examination, please hand over the **O.M.R. SHEET** to the Examiner before leaving the examination room.
 7. There is no negative marking.
- Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.