

Roll No.-----

Paper Code		
3	4	3
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series  
**B**

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

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

11. In writing business, letters one has to be:
- (A) Formal
  - (B) Dull
  - (C) Conversational
  - (D) Friendly
12. Communication without words is called:
- (A) Verbal
  - (B) Written
  - (C) Oral
  - (D) Nonverbal
13. 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
14. If there is no receiver there is no \_\_\_\_\_.
- (A) Sender
  - (B) Communication
  - (C) Message
  - (D) Media
15. The whole concept of achieving success begins with how you \_\_\_\_\_.
- (A) Behave
  - (B) Think
  - (C) Work
  - (D) All of the above

16. Body of the letter is divided into \_\_\_\_\_ parts.
- (A) 1
  - (B) 2
  - (C) 3
  - (D) 4
17. \_\_\_\_\_ of the letter consist of main message.
- (A) Heading
  - (B) Body
  - (C) Greeting
  - (D) Closing
18. Which of the following is not a barrier to effective communication?
- (A) Filtering
  - (B) Language
  - (C) Channel richness
  - (D) Defensiveness
19. 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
20. Set of the list of do and don'ts by using:
- (A) Body
  - (B) Formal
  - (C) Bullets
  - (D) Letter heads

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

26. 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
27. 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
28. The \_\_\_\_\_ of business letter is called layout.
- (A) Pattern
  - (B) Body
  - (C) Content
  - (D) All of the above
29. Informative writing focuses primarily on the:
- (A) Reader
  - (B) Writer
  - (C) Subject under discussion
  - (D) Latest information
30. 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



31. Which is not the type of communication channel?
- (A) Writing
  - (B) Speaking
  - (C) Listening
  - (D) Acting
32. What writing style is usually used in reports?
- (A) Personal and Critical
  - (B) Emotional and judgmental
  - (C) Objective and attached
  - (D) Subjective and detached
33. 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
34. Find out the odd one:
- (A) Psychological barrier
  - (B) Semantic barrier
  - (C) Contact barrier
  - (D) Organizational barrier
35. Lack of Trust is a:
- (A) Psychological barrier
  - (B) Interpersonal barrier
  - (C) Physical barrier
  - (D) Cultural barrier

36. Halo effect is a:
- (A) Physical barrier
  - (B) Cultural barrier
  - (C) Semantic barrier
  - (D) Psychological barrier
37. Which one is not a part of 4 S's of communication?
- (A) Shortness
  - (B) Simplicity
  - (C) Style
  - (D) Sincerity
38. 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
39. Differences in values and beliefs of sender and receiver is:
- (A) Organizational barrier
  - (B) Semantic barrier
  - (C) Cross cultural barrier
  - (D) Physical barrier
40. Find out the odd one:
- (A) Personal zone
  - (B) Social zone
  - (C) Public zone
  - (D) National zone

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

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

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

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

61. Audio visual communication is most suitable for mass:
- (A) Publicity
  - (B) Policies
  - (C) Politics
  - (D) None of the above
62. Which one is not an element of the communication process?
- (A) Message
  - (B) Sender
  - (C) Feedback
  - (D) Knowledge
63. 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
64. Find out the odd one:
- (A) Verbal communication
  - (B) Interpersonal communication
  - (C) International communication
  - (D) Intrapersonal communication
65. The person who gave the feedback is called:
- (A) Sender
  - (B) Receiver
  - (C) Channelizer
  - (D) None of the above

66. Decoding occurs in \_\_\_\_\_end.
- (A) Sender
  - (B) Receiver
  - (C) Channel
  - (D) None of the above
67. Which one is not a purpose of communication?
- (A) To inform
  - (B) To persuade
  - (C) To educate
  - (D) To compel
68. Dimensions of communication:
- (A) Longitudinal
  - (B) Horizontal
  - (C) Diagonal
  - (D) All of the above
69. Verbal and nonverbal are the form of:
- (A) Business
  - (B) Communication
  - (C) Organization
  - (D) None of the above
70. Written communication is a form of:
- (A) Verbal communication
  - (B) Nonverbal communication
  - (C) Audio visual communication
  - (D) None of the above



71. Grapevine is a:
- (A) Verbal communication
  - (B) Informal communication
  - (C) Formal communication
  - (D) None of the above
72. Find out the odd one:
- (A) Single strand chain
  - (B) Gossip chain
  - (C) Probability chain
  - (D) Interpersonal chain
73. 'Sets the organizational structure' is a function of:
- (A) Planning
  - (B) Organizing
  - (C) Forecasting
  - (D) Instructing
74. Motivation can be achieve through \_\_\_\_\_ incentives.
- (A) Monetary
  - (B) Social
  - (C) Non monetary
  - (D) Legal
75. The most important part of the letter is:
- (A) Heading
  - (B) Date
  - (C) Body of the letter
  - (D) Post script

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

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

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

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

96. Physical barriers to communication are :
- (A) Interpretation of words
  - (B) Gestures
  - (C) Postures
  - (D) Time and distance
97. Visual communication are dependent on what factors?
- (A) Text message
  - (B) Postures
  - (C) Body language
  - (D) Sign and symbols
98. What is the final step in the communication cycle?
- (A) Encoding
  - (B) Decoding
  - (C) Feedback
  - (D) Receiving
99. If there is the absence of feedback then it will lead to:
- (A) Communication barrier
  - (B) Mistrust
  - (C) Interference
  - (D) None of the above
100. 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

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## **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.