

Roll No.

Question Booklet Number

O. M. R. Serial No.

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| Question Booklet Number |
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B. B. A. (Second Semester) EXAMINATION, 2022-23

BUSINESS COMMUNICATION

| Paper Code | | | | | | |
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| Questions Booklet Series |
| A |

Time : 1:30 Hours]

[Maximum Marks : 75

Instructions to the Examinee :

परीक्षार्थियों के लिए निर्देश :

1. Do not open the booklet unless you are asked to do so.
 2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
 3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
 2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
 3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

(Only for Rough Work)

1. The term “communis” is derived from a/an word.
 - (A) Greek
 - (B) Latin
 - (C) Chinese
 - (D) English
2. Communication means information, feeling and thoughts, with others.
 - (A) To receive
 - (B) Exchange of
 - (C) Conveying
 - (D) All of the above
3. Grapevine communication is associated with communication.
 - (A) Formal
 - (B) Informal
 - (C) Horizontal
 - (D) Vertical
4. Lateral communication is between :
 - (A) Superior and subordinate
 - (B) Same cadre of personal
 - (C) Subordinate and superior
 - (D) Among all
5. Audio-Visual communication combines :
 - (A) Auditory only
 - (B) Visual only
 - (C) Both auditory and visual
 - (D) Written
6. Communication problems are otherwise known as :
 - (A) Enquire
 - (B) Barriers
 - (C) Encoding
 - (D) Decoding
7. Posters fall under communication.
 - (A) Oral
 - (B) Visual
 - (C) Written
 - (D) Spoken
8. Informal communication is otherwise known as communication.
 - (A) Grapevine
 - (B) Lateral
 - (C) Visual
 - (D) Horizontal

9. Horizontal communication flows through
- (A) Face-to-face discussion
 (B) Telephonic talk
 (C) Periodical meeting
 (D) All of the above
10. Gestural communication is a/an
- (A) Non-verbal message
 (B) Direct conversation
 (C) Oral
 (D) Written
11. Physical Barriers to communication are
- (A) Time and distance
 (B) Interpretation of words
 (C) Denotations
 (D) Connotations
12. Communication is derived from a Latin word "Communis" which means :
- (A) Community
 (B) Share
 (C) Common
 (D) Marxist
13. Communication starts with :
- (A) Encoding
 (B) Sender
 (C) Channel
 (D) Feedback
14. The number of key elements in the communication process is :
- (A) Five
 (B) Six
 (C) Seven
 (D) Four
15. The two broad areas of communication are :
- (A) Oral and written communication
 (B) Verbal and written communication
 (C) Verbal and non-verbal communication
 (D) Oral and non-verbal communication
16. Which of the following combinations 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 of the above

17. Which of the following combinations is/are example/s of written communication ?
- (A) Letters and voicemail
 - (B) Reports and email
 - (C) Circulars and voicemail
 - (D) All of the above
18. Orders and directives are the examples of :
- (A) Downward communication
 - (B) Upward communication
 - (C) Diagonal communication
 - (D) Horizontal communication
19. Communication between HR manager and salesman is an example of :
- (A) Horizontal communication
 - (B) Lateral communication
 - (C) Diagonal communication
 - (D) Vertical communication
20. Diagonal communication is also known as :
- (A) Crossward communication
 - (B) Horizontal communication
 - (C) Vertical communication
 - (D) Any of the above
21. Communication between HR manager and Finance manager is an example of :
- (A) Downward communication
 - (B) Upward communication
 - (C) Diagonal communication
 - (D) Horizontal communication
22. Downward communication and Upward communication are :
- (A) Vertical communication
 - (B) Horizontal communication
 - (C) Diagonal communication
 - (D) None of the above
23. Placement of purchase order to supplier of material is communication.
- (A) Vertical
 - (B) Horizontal
 - (C) Internal
 - (D) External
24. Receiving a sales order is an example of :
- (A) Vertical communication
 - (B) Horizontal communication
 - (C) Internal communication
 - (D) External communication

25. communication can be inward or outward.
- (A) Vertical
 - (B) Horizontal
 - (C) Internal
 - (D) External
26. Functional coordination is one important reason for communicating with :
- (A) Superiors
 - (B) Peers
 - (C) Subordinates
 - (D) Employees' unions
27. Communication with superiors involves :
- (A) Directions
 - (B) Orders
 - (C) Complaints
 - (D) Instructions
28. Listening has been identified as one of the “seven habits of highly effective people” by :
- (A) Lundsteen
 - (B) Stephen Covey
 - (C) Lee Lacocca
 - (D) Tom Peters
29. The most basic type of listening is known as :
- (A) Discriminative listening
 - (B) Comprehension listening
 - (C) Appreciative listening
 - (D) Evaluative listening
30. Dialogic listening is also known as :
- (A) Empathetic listening
 - (B) Therapeutic listening
 - (C) Relational listening
 - (D) Active listening
31. Readability is determined mainly by :
- (A) Punctuation
 - (B) Length of words
 - (C) Active and passive voice
 - (D) Spelling
32. FOGINDEX is used to measure :
- (A) Clarity of message
 - (B) Courtesy of message
 - (C) Readability of message
 - (D) All of the above

33. A message may be understood by an average educated person, if FOGINDEX is :
- (A) More than 15
 - (B) Less than 15
 - (C) Negative
 - (D) Zero
34. Communication is a
- (A) One-way process
 - (B) Two-way process
 - (C) Three-way process.
 - (D) Four-way process
35. The main objective of communication is :
- (A) Information and persuasion
 - (B) Skill and personality development
 - (C) Control and management
 - (D) Need
36. The downward communication flows from :
- (A) A subordinate to a superior
 - (B) A subordinate to a subordinate
 - (C) A superior to a superior
 - (D) A superior to a subordinate
37. Gossip and rumour are a part of communication.
- (A) Formal
 - (B) Informal
 - (C) Horizontal
 - (D) Vertical
38. Example of oral communication is
- (A) Letter
 - (B) E-mail
 - (C) Telephone
 - (D) Fax
39. Which one is an effective audio-visual communication ?
- (A) Cinema
 - (B) Television
 - (C) Drama
 - (D) All of the above
40. Advantage of written communication :
- (A) Save time
 - (B) Save money
 - (C) Permanent record
 - (D) Neat

41. Written communication doesn't include :
- (A) Reports
 - (B) Forms
 - (C) Notice
 - (D) None of the above
42. Communication saves time in :
- (A) Internal communication
 - (B) Interview
 - (C) Oral communication
 - (D) Schedule
43. refers to mental disturbances.
- (A) Coherence
 - (B) Notion
 - (C) Distraction
 - (D) Psychological noise
44. Mental turbulence refers to :
- (A) Inability to understand
 - (B) Confusion in the mind of receiver
 - (C) Confusion in the mind of sender
 - (D) Inability to speak
45. The clarity in communication could be achieved by which of the following techniques ?
- (A) Choose words that are short, familiar and conversational
 - (B) Construct effective sentences and paragraphs
 - (C) Achieve appropriate readability
 - (D) All of the above
46. In empathetic communication, we can :
- (A) Probe
 - (B) Respond to the feelings
 - (C) Interpret
 - (D) Advise
47. Conciseness of message refers to :
- (A) Crispness
 - (B) Comprehensiveness
 - (C) Specificity
 - (D) Brevity
48. Errors in language, grammar or visual representation of facts take away :
- (A) Clarity
 - (B) Correctness
 - (C) Crispness
 - (D) Conciseness

49. is the process of exchanging messages between a seller and a customer.
- (A) Organisational communication
 - (B) Business Communication
 - (C) Managerial communication
 - (D) Professional communication
50. Listening, reading, speaking and writing are all types of :
- (A) Communication skills
 - (B) Emotional barriers
 - (C) Evaluation techniques
 - (D) Non-verbal communication
51. Communication barriers are :
- (A) A receiver's response to a message
 - (B) Avenues through which messages are delivered
 - (C) Obstacles that interfere with the understanding of a message
 - (D) The circumstances under which communication takes place
52. All of the following are examples of verbal communication EXCEPT :
- (A) Email
 - (B) Symbols
 - (C) Telephone calls
 - (D) Text messaging
53. is the wordless form of communication which takes the form of postures, body language, facial expressions, eye contacts, tension, breathing and tones etc.
- (A) Verbal communication
 - (B) Garbage communication
 - (C) Informal communication
 - (D) Non-verbal communication
54. According to Richard Fitch, in communication process 90% belongs to
- (A) Formal communication
 - (B) Non-verbal communication
 - (C) Informal communication
 - (D) Oral communication
55. means the position in which you hold your body when standing or sitting.
- (A) Gestures
 - (B) Postures
 - (C) Paralanguage
 - (D) Proxemics

56. According to Proxemics (space language), zones are classified into categories.
- (A) 3
(B) 4
(C) 5
(D) 6
57. The keys to write a successful resume are :
- (A) Too long, verbose descriptions and over confident tone
(B) “You” attitude, focus on your audience and think about prospective employers need
(C) None of the above
(D) All of the above
58. While giving an interview, be in your salary expectations.
- (A) Modest
(B) Unrealistic
(C) Realistic
(D) None of the above
59. An informal report is usually in the form of a/an communication.
- (A) Person to person
(B) Prescribed form
(C) Regular intervals
(D) Authoritative
60. List of items to be discussed and decided in a meeting is called as
- (A) Resolution
(B) Minutes
(C) Invoice
(D) Agenda
61. An Agenda is prepared in connection with
- (A) Meeting
(B) Business tours
(C) Exhibition
(D) Personal notes
62. is a communication which contains the decision of the meeting.
- (A) Amendment
(B) Resolution
(C) Debate
(D) Minutes

63. A report prepared in a prescribed form and presented according to an established procedure is report.
- (A) Formal
 - (B) Informal
 - (C) Statutory
 - (D) General
64. is done by drawing a list of the items of business to be transacted at the meeting.
- (A) Minutes
 - (B) Resolution
 - (C) Invitation
 - (D) Agenda
65. The minute books are the book of the company.
- (A) Subsidiary
 - (B) Statutory
 - (C) Obligatory
 - (D) Secondary
66. and testimonials are important because they express the opinion of others the applicant's suitability for a position.
- (A) References
 - (B) Qualification
 - (C) Service certificate
 - (D) Letters
67. refers to the amount of space that individuals naturally maintain between each other.
- (A) Chronemics
 - (B) Gestures
 - (C) Proxemics
 - (D) None of the above
68. A circular is a form of
- (A) Oral communication
 - (B) Face-to-face communication
 - (C) Group communication
 - (D) Visual communication
69. Dunning letters are also called
- (A) Collection letters
 - (B) Letter of credit
 - (C) Complaint letters
 - (D) Suggestion letters
70. 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 the above

71. Type of listening in which we learn to discern the difference in sounds is :
- (A) Discriminative listening
 - (B) Biased listening
 - (C) Evaluative listening
 - (D) Appreciative listening
72. In, the receiver holds preconceived notions, which shape the way a receiver decodes the sender's message.
- (A) Discriminative listening
 - (B) Biased listening
 - (C) Evaluative listening
 - (D) Appreciative listening
73. is also referred to as critical/judgmental listening.
- (A) Discriminative listening
 - (B) Biased listening
 - (C) Evaluative listening
 - (D) Appreciative listening
74. takes place when you listen to only those things that you want to hear or to those that you interested.
- (A) Discriminative listening
 - (B) Biased listening
 - (C) Selective listening
 - (D) Appreciative listening
75. In form of communication, a subordinate is permitted to communicate with the boss of his boss.
- (A) Chain
 - (B) Circular
 - (C) Inverted
 - (D) Wheel
76. involves how we arrange personal space and what we arrange in it.
- (A) Kinesics
 - (B) Proxemics
 - (C) Time language
 - (D) Paralanguage
77. is the study of body physical movements.
- (A) Kinesics
 - (B) Proxemics
 - (C) Time language
 - (D) Paralanguage
78. 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

79. are our body parts especially arms, legs, hands and head that convey meaning.
- (A) Gestures
 - (B) Proxemics
 - (C) Time language
 - (D) Paralanguage
80. Small cards that contain the important points of presentation is known as :
- (A) Hand-outs
 - (B) Cue-cards
 - (C) Attention grabbers
 - (D) None of the above
81. Different components of the presentation that attract the attention of audience are :
- (A) Hand-outs
 - (B) Cue-cards
 - (C) Attention grabbers
 - (D) None of the above
82. Materials distributed to the audience to supplement the contents of the presentation is :
- (A) Hand-outs
 - (B) Cue-cards
 - (C) Attention grabbers
 - (D) None of the above
83. Which of the following is/are 7 Cs of presentation ?
- (A) Clarity
 - (B) Conciseness
 - (C) Candidness
 - (D) All of the above
84. Which of the following is/are not 7Cs of presentation ?
- (A) Clarity
 - (B) Consideration
 - (C) Concreteness
 - (D) Collectiveness
85. Our purpose in a/an presentation is to convince your listeners to accept your proposal.
- (A) Informative
 - (B) Persuasive
 - (C) Image building
 - (D) Multipurpose
86. Our purpose in a/an presentation is to move your audience to take your suggested action.
- (A) Informative
 - (B) Persuasive
 - (C) Image building
 - (D) Decision making

87. in communication increases credibility of the sender of message.
- (A) Clarity
 - (B) Correctness
 - (C) Concreteness
 - (D) Consideration
88. presentations include talks, seminars, proposals, workshops, conferences, and meetings the presenter or presenters share their expertise, and information is exchanged.
- (A) Informative
 - (B) Persuasive
 - (C) Image building
 - (D) Decision making
89. Evaluation Parameters of Group discussion includes :
- (A) Personality
 - (B) Communication
 - (C) Leadership
 - (D) All of the above
90. 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 the above
91. A focuses on your skills and experience, rather than on your chronological work history.
- (A) Functional resume
 - (B) Mini resume
 - (C) Combination resume
 - (D) Chronological resume
92. 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

93. Curriculum vitae is known as :
- (A) Personal profile
 - (B) Personal data sheet
 - (C) Qualification sheet
 - (D) All of the above
94. 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 of the above
95. are usually the least formal method of written communication within the workplace and will usually include various notices or information relating to welfare and safety issues.
- (A) Manuals
 - (B) Memos
 - (C) Letters
 - (D) Circulars
96. is also known as non-directed interview.
- (A) Structured
 - (B) Unstructured
 - (C) Depth
 - (D) Exit
97. Formal Interview is also known as
- (A) Planned interview
 - (B) Unstructured interview
 - (C) Group interview
 - (D) None of the above
98. A letter should be organized like sales letter.
- (A) Resume
 - (B) Curriculum vitae
 - (C) Application letter
 - (D) All of the above
99. A is also known as a 'cover letter'.
- (A) Resume
 - (B) Curriculum vitae
 - (C) Application letter
 - (D) Sales letter
100. is a document sent with your resume to provide additional information on your skills and experience.
- (A) Hand-outs
 - (B) Curriculum vitae
 - (C) Application letter
 - (D) Sales letter

4. Four alternative answers are mentioned for each question as—A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

Q. 1 (A) ● (C) (D)

Q. 2 (A) (B) ● (D)

Q. 3 (A) ● (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. : On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर—A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उन्हें निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण : प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।