

Roll No.-----

Paper Code		
4	7	3
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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

प्रश्नपुस्तिका सीरीज
Question Booklet Series
D

B.Com. (Honors) (First Semester)
Examination, February/March-2022
BCHO-105

Communicative Skill
(for Regular, B.P. & Ex Students)

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- निर्देश : -
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरे, 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 निर्धारित प्रश्नों से अधिक प्रश्नों के उत्तर दिये जाते हैं तो उसके द्वारा हल किये गये प्रथमतः यथा निर्दिष्ट प्रश्नोत्तरों का ही मूल्यांकन किया 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 प्रश्नपुस्तिका बुकलेट एवं ओ०एम०आर० शीट पृथक-पृथक 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 Chairman of Press Council of India is selected by a committee consisting of:
 - (A) Chairman of Rajya Sabha
 - (B) Speaker of Lok Sabha
 - (C) Person chosen by the members of the council from among themselves
 - (D) All the above

2. The word journalism is derived from the word 'Diurnal is':
 - (A) Latin
 - (B) French
 - (C) English
 - (D) None of the above

3. A publication started by Mahatma Gandhi:
 - (A) The harijan
 - (B) Bombay samachar
 - (C) Indian mail
 - (D) The times of India

4. Letters to the editor are included in:
 - (A) Sports page
 - (B) Last page
 - (C) Editorial page
 - (D) Local page

5. 'XXX' in a news copy denotes:
 - (A) End of the story
 - (B) End of thirty words
 - (C) Story written by three people
 - (D) Story approved by three editors

6. An advertisement written in the style of a news item or feature:
- (A) Ad news
 - (B) Paid news
 - (C) News ad
 - (D) None of these
7. Advertisements classified according to subject area and carrying no illustrations are known as:
- (A) Small ads
 - (B) News library
 - (C) Back volume stock
 - (D) Classified
8. What is advertising?
- (A) Publicity
 - (B) Sales promotion
 - (C) Paid information
 - (D) All the above
9. _____ speaks louder than words.
- (A) Sound
 - (B) Action
 - (C) Dialogue
 - (D) Books.
10. Which of the following are the types of shot?
- (A) Long shot
 - (B) Extreme close up
 - (C) Close up
 - (D) All of these

11. Action is also known as _____
- (A) Direction
 - (B) Extension
 - (C) Transition
 - (D) Dialogue
12. _____ is the lines of speech for each character.
- (A) Sub header
 - (B) Character
 - (C) Heading
 - (D) Dialogue
13. Effective communication pre supposes:
- (A) Non alignment
 - (B) Domination
 - (C) Passivity
 - (D) Understanding
14. Scene Heading is also known as _____
- (A) Headline
 - (B) Deadline
 - (C) Slugline
 - (D) All of these
15. Media is known as:
- (A) First Estate
 - (B) Second Estate
 - (C) Third Estate
 - (D) Fourth Estate

16. Which is the agency of the Central Government that disseminates information regarding government policies and projects to the media in India?
- (A) Press Information Bureau
 - (B) Press Trust of India
 - (C) All India Radio
 - (D) None of the above
17. Multimedia comprises of:
- (A) Text and Audio
 - (B) Video and Audio
 - (C) Text, Audio and Video
 - (D) None of the above
18. Swachh Bharat Abhiyan was successful because it is communicated. through :
- (A) Formal way
 - (B) Lateral way
 - (C) Inter personal way
 - (D) Mass communication
19. Janadhwani Community Radio is located in which place ?
- (A) Tumkur
 - (B) H. D. Kote
 - (C) Dharwar
 - (D) KSOU, Mysuru.
20. Choose the right format of writing a date in all formal letters:
- (A) 23rd April, 2021
 - (B) April 23, 2021
 - (C) 23/04/2021
 - (D) Both A and B

21. Where is Receiver's address written in a Business or official Letter:
- (A) On the top of the Letter
 - (B) Just above the date
 - (C) Just below the date
 - (D) On the bottom of the letter
22. What is the motive of writing or official Letter?
- (A) To place an order
 - (B) To make a complaint
 - (C) To enquire about products
 - (D) All of these
23. The Subject matter of Business Letter should be:
- (A) Brief, clear and Relevant
 - (B) Stretched
 - (C) Irrelevant
 - (D) None of these
24. What is written on the top of Business Letter on the left side.
- (A) Sender's Address
 - (B) Receiver's Address
 - (C) Date
 - (D) Salutation
25. Where are the details of enclosures mentioned?
- (A) Beginning of the letter
 - (B) Below the signature column
 - (C) Right-hand side of the letter
 - (D) Main body of the letter

26. Which of these must not be mentioned in a business letter?
- (A) Information of the quality of the order
 - (B) Name of the firm
 - (C) The mode of payment
 - (D) With regards
27. Which of these must be avoided in business letters?
- (A) Polite words
 - (B) Formal words
 - (C) Abbreviations
 - (D) Clear details.
28. _____ is not a communication barrier.
- (A) Language
 - (B) Culture
 - (C) Physical
 - (D) Habit
29. Which communication method does not require any language to understand?
- (A) Verbal
 - (B) Non-Verbal
 - (C) Visual
 - (D) None of these
30. _____ means to impart understanding of the message.
- (A) Encoding
 - (B) Receiver
 - (C) Decoding
 - (D) Feedback

31. “Two girls talking over a phone” – is an example of _____
- (A) Interpersonal communication
 - (B) Written communication
 - (C) Small group communication
 - (D) Public communication
32. Pointing finger to something is an example of _____
- (A) Expressions
 - (B) Gestures
 - (C) Body Language
 - (D) None of them
33. Which of the following is an example of oral communication?
- (A) Newspapers
 - (B) Letters
 - (C) Phone call
 - (D) e-mail
34. The process in which the receiver interprets and understands the message is called _____
- (A) Decoding
 - (B) Encoding
 - (C) Feedback
 - (D) None of these
35. What is the final step in the communication cycle?
- (A) Encoding
 - (B) Decoding
 - (C) Feedback
 - (D) Receiving

36. Which type of feedback supports student development from their current level of achievement?
- (A) Specific Feedback
 - (B) Descriptive Feedback
 - (C) Non-Specific Feedback
 - (D) None of the above
37. Visual communication are dependent on what factors?
- (A) Signs, symbols and pictures
 - (B) Text messages
 - (C) Posture
 - (D) Body language
38. The word Communicare means _____ in Latin.
- (A) To deliver
 - (B) To share
 - (C) To present
 - (D) To sacrifice
39. To understand the message properly the receiver need to _____ the message properly.
- (A) Transmit
 - (B) Throw
 - (C) Listen
 - (D) Ignore.
40. Which method is good for taking leave in the office.
- (A) Website
 - (B) Notices/posters
 - (C) e-mail
 - (D) Business meetings

41. Which of the following is quick and clear method of communication: -
- (A) e-mail
 - (B) Notices/posters
 - (C) Face-to-face informal communication
 - (D) Business meetings
42. Which of these must be avoided for effective communication?
- (A) Sharing of activity
 - (B) Listening
 - (C) Ambiguity
 - (D) Politeness
43. Which of the following is not an element of the communication cycle?
- (A) Channel
 - (B) Receiver
 - (C) Time
 - (D) Sender
44. _____ is the exchange of messages in the communication cycle.
- (A) Transmitting
 - (B) Listening
 - (C) message
 - (D) Feedback
45. Which of the following is an example of negative feedback?
- (A) You can dance better.
 - (B) Your Dance was good but you can do better.
 - (C) Your Dance skill is not really good. You have to practise more.
 - (D) None of the above

46. Written communication can be classified in which type of communication?
- (A) Non- verbal
 - (B) Verbal
 - (C) Visual
 - (D) None of these
47. Which can be used to overcome the communication barrier .
- (A) Using a translator
 - (B) By writing a letter
 - (C) Not communication at all
 - (D) Using your own language
48. What is sentence?
- (A) A group of ideas
 - (B) A group of words that communicate a complete thought
 - (C) A set of rules to write correctly.
 - (D) A set of words that is grammatically correct.
49. Which of the following shows a positive facial expression?
- (A) Frowning while concentrating
 - (B) Maintaining eye contact
 - (C) Smiling continuously
 - (D) Rolling up your eyes
50. The origin of the word communication is _____
- (A) Communicate.
 - (B) Comunicare.
 - (C) Compute
 - (D) Computer.

51. When is the communication process complete?
- (A) When the sender transmits the message
 - (B) When the message enters the channel
 - (C) When the message leaves the channel
 - (D) When the receiver understands the message.
52. Which of these should not be avoided for effective communication ?
- (A) Noise
 - (B) Planning
 - (C) Semantic problems
 - (D) Wrong assumptions.
53. Handling correspondence involves:
- (A) Emails
 - (B) Letters
 - (C) Meeting agenda
 - (D) All of the above
54. Circular letters can be:
- (A) A trade circular letter
 - (B) A Non trade circular letter
 - (C) Both (A) and (B)
 - (D) None of the above
55. Communication is a _____ of facts, ideas, and opinions by two or more persons.
- (A) Exchange
 - (B) Control
 - (C) Understanding
 - (D) None of the above
56. Which of these is the most frequently used channel of communication?
- (A) Horizontal communication
 - (B) Diagonal communication
 - (C) Downward communication
 - (D) Upward communication

57. Communication flows from a superior to a subordinate.
- (A) Upward
 - (B) Downward
 - (C) Diagonal
 - (D) Lateral
58. In an organization, which of these is not a type of communication?
- (A) Downward
 - (B) Upward
 - (C) Curve.
 - (D) Horizontal
59. On the basis of mutual participation, communication is of how many types ?
- (A) Two
 - (B) Three
 - (C) Four
 - (D) None of the above
60. Single strand chain _____
- (A) Communication flows in a straight line
 - (B) Communication is linear
 - (C) Both (A) and (B)
 - (D) None of the above
61. Formal communication _____
- (A) Passes through pre-defined channels:
 - (B) Maintain secrecy
 - (C) Both A and B
 - (D) None of the above

62. Types of informal communication are:
- (A) Single strand
 - (B) Gossip chain
 - (C) Probability Chain
 - (D) All of the above
63. Informal communication is:
- (A) Grapevine communication
 - (B) Free from all formalities
 - (C) Both (A) and (B)
 - (D) None of the above
64. Written communication is _____
- (A) More Authentic
 - (B) Use of Non verbal cues is possible
 - (C) Both (A) and (B)
 - (D) All of the above
65. Oral communication is _____
- (A) Speedy
 - (B) Suitable for official communication
 - (C) More Authentic
 - (D) All of the above
66. Minutes of Meeting includes:
- (A) Written record of everything that was discussed in a meeting
 - (B) Name of attendees
 - (C) Name of absentees
 - (D) All of the above

67. Annual Report includes.
- (A) Report by BOD
 - (B) Financial Statements
 - (C) Notes to Accounts
 - (D) All of the above.
68. Annual report of a company _____
- (A) Discloses the information prescribed in a law
 - (B) Other material information
 - (C) Auditor's Report
 - (D) All of the above
69. Presentation for Board meeting needs focus on:
- (A) Agenda
 - (B) History of company
 - (C) Practice
 - (D) All of the above
70. Presentation for client meeting includes:
- (A) Why Buy
 - (B) Why me
 - (C) Why Now
 - (D) All of the above
71. The transmission of receiver's reaction back to the sender is known as _____
- (A) Noise.
 - (B) Feedback
 - (C) Medium
 - (D) Source

72. Questionnaire is a:
- (A) Research method
 - (B) Measurement technique
 - (C) Tool for data collection
 - (D) Data analysis technique
73. Conference proceedings are considered as _____ documents.
- (A) Conventional
 - (B) Primary
 - (C) Secondary
 - (D) Tertiary
74. Information is _____
- (A) Raw Data
 - (B) Processed Data
 - (C) Input data
 - (D) Organized data
75. A research paper is a brief report of research work based on:
- (A) Primary Data only
 - (B) Secondary Data only
 - (C) Both Primary and Secondary Data
 - (D) None of the above
76. The name of the work and project details is managed under which category of Detailed Project Report ?
- (A) Executive summary
 - (B) Background
 - (C) Roadway details
 - (D) General details

77. The first step in the detail checklist of Detailed project report is _____
- (A) Executive summary
 - (B) Background
 - (C) Roadway features
 - (D) General details of the project
78. Detailed project report consists of how many components?
- (A) One
 - (B) Two
 - (C) Three
 - (D) Four
79. Interpretation should be:
- (A) Subjective
 - (B) Objective
 - (C) Integrity
 - (D) None of the above
80. In research methodology, interpretation is the search of:
- (A) Statistical data
 - (B) Research problem
 - (C) Research findings
 - (D) Research plan
81. An abstract is:
- (A) Synopsis
 - (B) Quotations
 - (C) Glossary
 - (D) Bibliography

82. The first page of the research report is:
- (A) Appendix
 - (B) Bibliography
 - (C) List of Books referred
 - (D) Biography
83. Bibliography means:
- (A) Foot Note
 - (B) Quotations
 - (C) Index
 - (D) Title page
84. Annual Report of company generally contains:
- (A) Performance highlights from the preceding year
 - (B) Financial statements
 - (C) Performance and outlook for future years
 - (D) All of the above
85. The minutes book can be inspected by the.
- (A) Shareholders free of charge.
 - (B) Debenture holders on payment
 - (C) Any one on payment
 - (D) None of the above
86. Minutes of company meeting should be prepared within.
- (A) 21 days of the meeting
 - (B) 30 days of the meeting
 - (C) 40 days of the meeting
 - (D) 45 days of the meeting

87. Who is the father of email?
- (A) Tim Berners Lee
 - (B) Charles Babbage
 - (C) Paul Buchheit
 - (D) Ray Tomlinson
88. Verification of a login name and password is known as:
- (A) Configuration
 - (B) Accessibility
 - (C) Authentication
 - (D) Logging in
89. Who is the founder of the Internet?
- (A) Vint Cerf
 - (B) Charles Babbage
 - (C) Tim Berners-Lee
 - (D) None of these
90. Which one of the following is not a search engine?
- (A) Bing
 - (B) Google
 - (C) Yahoo
 - (D) Windows
91. A Web site's front page/main page is called:
- (A) Browser Page
 - (B) Search Page
 - (C) Home Page
 - (D) Bookmark

92. In internet terminology IP means:
- (A) Internet Provider
 - (B) Internet protocol
 - (C) Internet Procedure
 - (D) Internet Processor
93. HTTP is:
- (A) Hypertext transfer protocol
 - (B) Hypertext transmission protocol
 - (C) Hyperlink transfer protocol
 - (D) None of the above
94. The computer jargon – WWW, stands for :
- (A) World Wide Web Worm
 - (B) World Wide Wildlife Web
 - (C) World Wide Women’s Web
 - (D) World Wide Women’s Week
95. Which of the following is a correct format of Email address?
- (A) Name@websit.info
 - (B) www.nameofebsite.com
 - (C) name.website.com
 - (D) None of the above
96. The process of transferring files from a computer on the Internet to your computer is called.
- (A) Uploading
 - (B) Forwarding
 - (C) FTP
 - (D) Downloading.

97. HTML is used to create.
- (A) Machine language program
 - (B) High level program
 - (C) Web page
 - (D) Web server
98. Which of these should be avoided in an E-mail?
- (A) Wrong E-mail address
 - (B) Subject line
 - (C) Smileys
 - (D) Re-reading.
99. Which of these defined the internet?
- (A) The Federal Networking Council
 - (B) The Federal Network Council
 - (C) The Federal Networking Committee
 - (D) The Federal Network Committee
100. Which of these is not a medium for e-mail ?
- (A) Intranet
 - (B) Internet
 - (C) Extranet
 - (D) Paper

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 first most option will be considered valid.**
 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 Answer Booklet (O.M.R ANSWER 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.