

Roll No.-----

| | | |
|------------------------------------|----------|----------|
| Paper Code | | |
| 6 | 1 | 7 |
| (To be filled in the OMR Sheet) | | |

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

B.C.A. (First Semester) Examination, February/March-2022

BCA-104(N)

Business Communication

(B.P. 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।

Rough Work / रफ कार्य

1. There are _____ C's of effective communication.
 - (A) Six
 - (B) Seven
 - (C) Four
 - (D) Nine
2. Horizontal communication flows through _____.
 - (A) Face-to-face discussion.
 - (B) Telephonic talk.
 - (C) Periodical meeting.
 - (D) All of the above
3. In business, oral communication is suitable for :
 - (A) Delaying the decision-making process
 - (B) Recording things
 - (C) Discussing things
 - (D) Confusing workers
4. Orders and directives are the example of :
 - (A) Downward communication
 - (B) Upward communication
 - (C) Diagonal communication
 - (D) Horizontal communication
5. The sender converts the message into communication symbols by :
 - (A) Encoding
 - (B) Feedback
 - (C) Decoding
 - (D) Media

6. Communication through newspapers and television are known as :
- (A) Group communication
 - (B) Interpersonal communication
 - (C) Mass communication
 - (D) None of these
7. FAX is an abbreviation of :
- (A) Fast
 - (B) Factor
 - (C) Factorial
 - (D) Facsimile
8. According to the message transfer model, what is the process through which words or unspoken signals are interpreted by the receiver ?
- (A) Transmitting
 - (B) Signaling
 - (C) Encoding
 - (D) Decoding
9. What two key elements were added to the human communication-as-interaction model ?
- (A) Channel and context
 - (B) Feedback and context
 - (C) Noise and context
 - (D) Feedback and noise

10. Through internet or a fax transmission, the communication_____ may be a telephone line.
- (A) Channel
 - (B) Receiver
 - (C) Encoding
 - (D) Message
11. If you want to compare the impact of communicating in a work environment to communicating at a ballgame, which concept should guide your research ?
- (A) Decoding
 - (B) Source
 - (C) Context
 - (D) Channel
12. Which of the following is not one of the five communication principles for a lifetime ?
- (A) Listen and respond thoughtfully to others
 - (B) Communicate ethically
 - (C) Effectively use and interpret verbal messages
 - (D) Appropriately adapt messages to others
13. Which aspect of a message focuses on new information or ideas ?
- (A) Channel
 - (B) Content
 - (C) Context
 - (D) Relationship

14. Downward communication and upward communication are :
- (A) Vertical communication
 - (B) Horizontal communication
 - (C) Diagonal communication
 - (D) None of these
15. When the authors state that communication should be “other-oriented, they mean that :
- (A) The message should clearly state your views
 - (B) Communication should not be influenced by the needs of others
 - (C) You shouldn’t talk to yourself
 - (D) You should acknowledge the needs and goals of others
16. Which communication activity do we spend most of our time performing ?
- (A) Listening
 - (B) Talking
 - (C) Gesturing
 - (D) Thinking
17. Which of the statements below is not necessary for effective communication to take place ?
- (A) The message should be understood as intended
 - (B) The message should be influential
 - (C) The message should be ethical
 - (D) The message should achieve its intended effect
18. To join the internet, the computer has to be connected to a _____.
- (A) Internet architecture board
 - (B) Internet society
 - (C) Internet service provider
 - (D) Different computer

19. Which medium is not suitable for E-mail :
- (A) Intranet
 - (B) Internet
 - (C) Extranet
 - (D) Paper
20. Which is not the example of web browser ?
- (A) Mozilla Firefox
 - (B) Microsoft excel
 - (C) Internet Explorer
 - (D) Google Chrome
21. Which part of the letter consist of an email address, telephone and fax number ?
- (A) Letterhead
 - (B) Enclosure
 - (C) Salutation
 - (D) Signatory
22. Which part of the business letter states that a brochure is placed in the envelope ?
- (A) Attention line
 - (B) Enclosure
 - (C) Carbon copy
 - (D) Reference
23. Which part of the letter identifies the person who is preferred to address the concerns of the letter ?
- (A) Signatory
 - (B) Designation
 - (C) Attention line
 - (D) Complimentary close

24. Which word or phrase on the business letter tells the mail clerk to deliver the letter to the recipient unopened ?
- (A) For the attention of
 - (B) Courtesy copy
 - (C) Subject
 - (D) Confidential
25. Grapevine communication is associated with _____ communication.
- (A) Formal
 - (B) Informal
 - (C) Horizontal
 - (D) Vertical
26. _____ means aspects of the voice; the way we use our voice.
- (A) Timbre
 - (B) Paralanguage
 - (C) Acoustics
 - (D) Perception
27. In effective communication, encoder becomes the decoder when there is :
- (A) Noise
 - (B) Audience
 - (C) Feedback
 - (D) Channel
28. _____ communication requires that both parties should be present and attentive at the same time.
- (A) Oral
 - (B) Written
 - (C) Mass
 - (D) Graphic

29. Information does not include_____.
- (A) Data
 - (B) Emotion
 - (C) Files
 - (D) Facts and Figures
30. It is not possible to communicate, unless there is :
- (A) A common symbol
 - (B) A common understanding of the symbols
 - (C) A common understanding
 - (D) A common thought
31. Teleconferencing is most commonly used for people who are separated by :
- (A) Geography
 - (B) Age
 - (C) Gender
 - (D) Class
32. At each stage in the process of communication, there is a possibility of interference which may hinder the process. Such interference is known as _____.
- (A) Sender
 - (B) Receiver
 - (C) Barrier
 - (D) None of them
33. Communication that takes place between the members of an organization within itself is _____.
- (A) External
 - (B) Formal
 - (C) Informal
 - (D) Internal

34. Teleconferencing is not suitable for :
- (A) Meetings
 - (B) Interviews
 - (C) Problem solving
 - (D) Keeping in touch with country offices
35. A resume needs conceptualization of your _____ and _____ all into one document.
- (A) Objectives, experiences
 - (B) Projects, skills
 - (C) Accomplishments, experiences
 - (D) Skills, aims
36. Communication through _____ and _____ is called verbal communication.
- (A) Written material and gestures
 - (B) Gestures and spoken words
 - (C) Spoken words and written material
 - (D) Body language and gestures
37. _____ refers to the special language of a trade.
- (A) Jargon
 - (B) Expression
 - (C) Colloquialism
 - (D) Suggestion
38. An effort to influence the attitude and feelings of others is _____.
- (A) Persuasion
 - (B) Suggestion
 - (C) Advice
 - (D) Appreciation

39. Business letter must possess the quality of _____.
(A) Coherence
(B) Incompleteness
(C) Faultiness
(D) Jargons
40. List of items to be discussed and decided in a meeting is called as _____.
(A) Resolution
(B) Minutes
(C) Invoice
(D) Agenda
41. The most basic type of listening is known as :
(A) Discriminative listening
(B) Comprehension listening
(C) Appreciative listening
(D) Evaluative listening
42. Gossip and rumour are part of _____ communication.
(A) Formal
(B) Informal
(C) Horizontal
(D) Vertical
43. _____ is a systematic oral exchange of information, views and opinions about atopic, 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
44. Proxemics is also known as _____ language.
(A) Space
(B) Time
(C) Body
(D) Eye

45. The principles of effective writing include :
- (A) Brevity
 - (B) Accuracy
 - (C) Clarity
 - (D) Brevity, clarity and accuracy
46. The quality of a report is determined mainly by :
- (A) The language of the report
 - (B) The visual aspects
 - (C) The length of the report
 - (D) The accuracy of the data
47. Reports present conclusions based on :
- (A) Impression
 - (B) Investigation
 - (C) Intuition
 - (D) Belief
48. What is the importance of rehearsal before actual demonstration carried out ?
- (A) It creates self- confidence in a demonstrator
 - (B) The demonstrator becomes familiar with the difficulties which may occur during experimentation
 - (C) The demonstrator performs the experiment's demonstration in a perfect fashion
 - (D) All of the above
49. At the end of the demonstration, it is better if we can:
- (A) Distribute to the audience written hand out materials
 - (B) See whether the place is right
 - (C) See whether participants are appropriate
 - (D) All of the above
50. Which of the following is not a technique for revising for conciseness ?
- (A) Use the "you" attitude.
 - (B) Delete unnecessary words and phrases.
 - (C) Shorten long words and phrases.
 - (D) Eliminate redundancies.

51. Which of the following is not one of the steps in the three-step writing process ?
- (A) Brainstorming
 - (B) Completing
 - (C) Writing
 - (D) Planning
52. Technical accuracy of language means :
- (A) Direct narrative
 - (B) Active voice
 - (C) Simplicity
 - (D) Correctness of grammar, spelling, and punctuation
53. The formal greeting with which a business letter begins is called _____.
- (A) Salutation
 - (B) Body copy
 - (C) Subject
 - (D) Reference
54. In block text format, you do not _____ each paragraph.
- (A) Margin
 - (B) Indent
 - (C) Transition
 - (D) Punctuation
55. 'Intrapersonal' Communication includes two or more persons :
- (A) True
 - (B) False, it includes only oneself
 - (C) True, in internal organisation only
 - (D) True, in matrix organisation only

56. Memo, Fax, Circulars, Manuals; emails which of these cannot be used for external communication ?
- (A) Circulars
 - (B) Manuals
 - (C) Memo
 - (D) All of above
57. Which of the following is not an advantage of written communication ?
- (A) More time consuming
 - (B) Accurate and precise
 - (C) Can be easily revised
 - (D) Sufficient time for planning
58. Formal communication is _____.
- (A) Official channel
 - (B) Unofficial channel
 - (C) Impersonal
 - (D) Both (A) and (C)
59. Communication between HR manager and Finance manager is an example of :
- (A) Downward communication
 - (B) Upward communication
 - (C) Diagonal communication
 - (D) Horizontal communication
60. Which is true ?
- (A) Environments influence the kind of communication that takes place there
 - (B) A particular environment can communicate the type of relationship desired
 - (C) Environments be designed to increase or decrease interaction
 - (D) All of these are correct

61. 1. Sender-related barrier a. Non-verbal signals
 2. Situation-related barrier b. Noise
 3. Receiver-related barrier c. Perceptions
- (A) 1-a,2-b, 3-c
(B) 1-b,2-a,3-c
(C) 1-a,2-c,3-b
(D) None of the above
62. Minutes of Meetings is mode of _____ communication.
- (A) Oral communication
(B) Written communication
(C) Visual communication
(D) Digital communication
63. E-mail can be used for external communication in which of the following situations?
- (A) When your audience accepts email as appropriate.
(B) In response to e-mail messages that you receive.
(C) Both of the above.
(D) None of the above
64. CCTV is useful in Communication :
- (A) Only for a restricted audience residing at a particular place
(B) For large group communication
(C) Only for poor students of the class
(D) None of the above

65. The basic purpose of arranging a _____ is to obtain publicity in connection with the important news.
- (A) Press release
 - (B) Meeting
 - (C) Press Conference
 - (D) News paper
66. What is the full form of CCTV ?
- (A) Closed Contact Television
 - (B) Closed Circuit Television
 - (C) Closed Circuit Transmission
 - (D) Closed Circuit Translation
67. All are types of nonverbal communication except :
- (A) Proxemics
 - (B) Chronemics
 - (C) Kinesics
 - (D) Grapevine
68. A Dictaphone is an electronic device which :
- (A) Records speech
 - (B) Enables two-way communication
 - (C) Allows telephonic conversation
 - (D) None of the above
69. The limitation of oral communication is that :
- (A) It is easy to be aware of our body language
 - (B) It is not affected by the speaker's feelings or stress or excitement levels
 - (C) It is irreversible-what is said cannot be taken back
 - (D) It does not require on-the-spot thinking

70. Which of these is not a formal report ?
- (A) Informational
 - (B) Informal
 - (C) Interpretative
 - (D) Routine
71. Gestural communication is a _____.
- (A) Non-Verbal Message
 - (B) Direct conversations
 - (C) Oral communication
 - (D) Written
72. What is CV ?
- (A) Curriculum Vitae
 - (B) Communication Vitals
 - (C) Corresponding Vitae
 - (D) None of these
73. The word “memo” is a short form for :
- (A) Memory
 - (B) Memorizing
 - (C) Memorandum
 - (D) Members order
74. The effectiveness of oral communication depends on the speaker’s ability to use :
- (A) Simple language
 - (B) Foreign words
 - (C) Complex words
 - (D) Long sentences

75. The following are natures of communication except one:
- (A) Communication is a process.
 - (B) communication occurs between two or more people and even to a single person.
 - (C) communication does not involve actions.
 - (D) communication can be written or spoken; verbal or nonverbal.
76. _____ communication is unsuitable for lengthy message.
- (A) Oral
 - (B) Written
 - (C) Vertical
 - (D) Audio Visual
77. Which of the following is not a type of business letter ?
- (A) Business enquiry
 - (B) Sales letter
 - (C) Quotations
 - (D) Reference letter
78. _____ of the letter consists of main message.
- (A) Heading
 - (B) Body
 - (C) Greeting
 - (D) Closing
79. Physical Barriers to communication are _____.
- (A) Time and distance
 - (B) Interpretation of words
 - (C) Denotations
 - (D) Connotations

80. _____ implies wordiness in communication.
- (A) Consideration
 - (B) Correctness
 - (C) Conciseness
 - (D) Courtesy
81. A report prepared in a prescribed form and presented according to an established procedure is _____ report.
- (A) Formal
 - (B) Informal
 - (C) Statutory
 - (D) General
82. The primary role of a moderator is to :
- (A) Facilitate the smooth functioning of the GD
 - (B) Keep track of time
 - (C) Announce the GD topic
 - (D) Interfere during the GD
83. The inside address should be written :
- (A) Below the salutation
 - (B) Above the heading
 - (C) Above the salutation
 - (D) Above the data
84. Reports present conclusions based on :
- (A) Impression
 - (B) Investigation
 - (C) Intuition
 - (D) Belief

85. The effectiveness of oral communication depends on the speaker's ability to use :
- (A) Simple language
 - (B) Foreign words
 - (C) Complex words
 - (D) Long sentences
86. It is very difficult to detect the source of such communication.
- (A) Upward communication
 - (B) Vertical communication
 - (C) Lateral communication
 - (D) Informal communication
87. Wrong decoding means :
- (A) Badly worded message
 - (B) Message sent to wrong receiver
 - (C) Interpreted meaning is different from intended message
 - (D) Message sent by wrong sender
88. Organizational Barriers to communication :
- (A) Rules and regulations
 - (B) Organizational structure
 - (C) Organizational status
 - (D) All of these
89. Which factor is not in consideration while choosing means & mode of communication ?
- (A) Cost factor
 - (B) Nature & weather of locality
 - (C) Resources
 - (D) Distance involved

90. Which of the following phrases should not be used in the close of a bad-news message ?
- (A) “We hope you will continue to do business with us.”
 - (B) “If you have further questions, please write.”
 - (C) “I trust our decision is satisfactory.”
 - (D) Avoid all these phrases.
91. In longer messages, the first few paragraphs should establish the following except :
- (A) Recommendations
 - (B) Subject
 - (C) Organization of the material
 - (D) Purpose
92. Which of the following is a communication barrier that often exists between people?
- (A) Deadlines
 - (B) Incorrect choice of medium
 - (C) Inadequate communication structures
 - (D) Differences in perception
93. In _____ layout of letter, every line begins at left margin and thus makes each paragraph look like a distinct block of message.
- (A) Full block
 - (B) Semi-block
 - (C) Simplified
 - (D) All the above

94. Types of Noise/Interference in communication process :
- (A) Physical noise
 - (B) Technical noise
 - (C) Organizational noise
 - (D) All of these
95. Non-verbal communication is mostly :
- (A) Voluntary
 - (B) Involuntary
 - (C) Conscious
 - (D) Intended
96. Which of the following is not a key component of a resume ?
- (A) Academic credentials
 - (B) Employment history
 - (C) Name and address
 - (D) Names of previous supervisors
97. In organisations connected by electronic network_____ is the most effective method of communication.
- (A) Intercom
 - (B) Public address system
 - (C) Fax
 - (D) email
98. What is video conferencing ?
- (A) Sending text messages
 - (B) Pre-recorded meetings to bring businesses together
 - (C) Communicating using video and audio with special equipment
 - (D) In-person interactive session

99. All these are guidelines to effective communication except :
- (A) Adopt an audience-centered approach
 - (B) Create lean and efficient messages
 - (C) Improve your speed at writing messages
 - (D) Foster an open communication climate
100. Formal communication is_____.
- (A) Official channel
 - (B) Unofficial channel
 - (C) Impersonal
 - (D) Both (A) and (C)

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.