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(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

B.C.A. (First Semester) Examination, February/March-2022
BCA-1004

Business Communication

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 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 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. The principles of effective writing include:
 - (A) Brevity
 - (B) Accuracy
 - (C) Clarity
 - (D) Brevity, clarity and accuracy
2. 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
3. The word “memo” is a short form for:
 - (A) Memory
 - (B) Memorizing
 - (C) Memorandum
 - (D) Members order
4. 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
5. 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

6. The limitation of oral communication is that:
- (A) It is easy to be aware of our body language
 - (B) It is not effected 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
7. 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
8. Which of the should not be present in a business letter?
- (A) The name of firm or businessman
 - (B) The date
 - (C) Business jargon
 - (D) Courteous leave-taking
9. 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
10. 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

11. After the demonstration, it is also necessary to :
 - (A) Evaluate your demonstration
 - (B) Keep the demonstration simple
 - (C) Set the times limits
 - (D) Keep the sequence and content of the demonstration
12. Which of these reports provide information without any evaluation?
 - (A) Informational
 - (B) Interpretative
 - (C) Routine
 - (D) Progress
13. 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
14. Which of the following is not included as points to observe during demonstration ?
 - (A) Set the tone for good communication
 - (B) Keep your demonstration simple
 - (C) Do not wander from the main idea
 - (D) Dragging out the demonstration
15. Reports present conclusions based on:
 - (A) Impression
 - (B) Investigation
 - (C) Intuition
 - (D) Belief

16. Which of these is bad practice for a report?
- (A) To include names of all respondents with contact details
 - (B) To state fieldwork dates and sample sizes
 - (C) To use a title that is short and to the point
 - (D) To have a contents page or another form of indexing
17. 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
18. Do all of the following when you are writing sales letters except :
- (A) Gain the reader's attention
 - (B) Support your claims with evidence
 - (C) Emphasize central selling points and benefits
 - (D) All above should be used
19. E-mail can be used for external communication in which of the following situations?
- (A) When your audience accepts e-mail as appropriate
 - (B) In response to e-mail messages that you receive
 - (C) Both of the above
 - (D) None of the above
20. In longer messages, the first few paragraphs should establish the following except :
- (A) Recommendations
 - (B) Subject
 - (C) Organization of the material
 - (D) Purpose

21. The following can cause communication barriers except :
- (A) Emotional distractions
 - (B) Ethical communication
 - (C) Restrictive environments
 - (D) Too many messages
22. What step in the communication process allows you to evaluate your message's effectiveness?
- (A) Selection of the communication medium
 - (B) Feedback sent by the receiver to the sender
 - (C) Decoding of the message by the receiver
 - (D) Encoding of the message by the sender
23. 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
24. Which of the following is an example of something that you could do to make your business writing more effective?
- (A) Replace the phrase "prior to the start of" with the word "before"
 - (B) Replace the word "repeat" with the phrase "repeat again" for greater emphasis
 - (C) Replace the phrase "modern equipment" with "modern up-to date equipment" for greater emphasis
 - (D) Replace the word "fundamentals" with the phrase "basis fundamentals" for greater emphasis

25. Which of the following is not a key components of resume?
- (A) Academic credentials
 - (B) Employment history
 - (C) Name and address
 - (D) Names of previous supervisors
26. Which of the following is not a result of increased globalization and workforce diversity?
- (A) An understanding of the laws in other countries
 - (B) A need to communicate with people who speak different language
 - (C) Enhanced professional image
 - (D) An awareness of different business practices around the world.
27. 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
28. Which of the following is not one of the steps in the three-step writing process?
- (A) Brainstorming
 - (B) Completing
 - (C) Writing
 - (D) Planning
29. 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

30. Which of the following statements about teleconferencing is true?
- (A) It offers speed, lower cost, and increased access to other employees
 - (B) It overcomes time zone barriers and provides a hard copy of the message
 - (C) It is best for informational meetings. but is ineffective for negotiation
 - (D) It replaces short memos or phone calls that need no response
31. Which of these is not type of listening?
- (A) Critical listening
 - (B) Empathic listening
 - (C) Informational listening
 - (D) Integrative listening
32. Which sentence illustrates the “you” attitude?
- (A) So that your order can be completed promptly, please send another copy of the requisitions
 - (B) we offer the printer cartridges in three colors: black, and green
 - (C) We are pleased to announce our new flight schedule from Atlanta to New York, which is any hour on the hour
 - (D) All of the above
33. Technical accuracy of language means:
- (A) Direct narrative
 - (B) Active voice
 - (C) Simplicity
 - (D) Correctness of grammar, spelling, and punctuation
34. The formal greeting with which a business letter begins is called _____.
- (A) Salutation
 - (B) Body copy
 - (C) Subject
 - (D) Reference

35. In block text format, you do not _____ each paragraph.
- (A) Margin
 - (B) Indent
 - (C) Transition
 - (D) Punctuation
36. We shall give you a discount on orders of Rs. 50,000/- or more within the same calendar month”. This sentence can from _____ letter.
- (A) Quotation request
 - (B) Quotation reply
 - (C) Inquiry
 - (D) Substitute
37. The report has to present the facts in a simple, concise and _____ manner, in words which the reader will follow.
- (A) Straightforward
 - (B) Complicated
 - (C) Descriptive
 - (D) Tangled
38. Press Release, Presentation, video Conferencing. Which one of these is odd?
- (A) Presentation
 - (B) Video conferencing
 - (C) (A) & (B)
 - (D) Press release
39. 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

40. 'Intrapersonal' Communication includes two or more persons :
- (A) True
 - (B) False, it includes only oneself
 - (C) True, in internal organization only
 - (D) True, in matrix organization only
41. Memo, Fax, Circulars, Manuals; emails which of these cannot be used for external communication?
- (A) Circulars
 - (B) Manuals
 - (C) Memo
 - (D) All of above
42. 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
43. Formal communication is _____.
- (A) Official channel
 - (B) Unofficial channel
 - (C) Impersonal
 - (D) Both (A) and (C)
44. Minutes of Meetings is mode of _____ communication.
- (A) Oral Communication
 - (B) Written Communication
 - (C) Visual Communication
 - (D) Digital Communication

45. 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 can be designed to increase or decrease interaction
 - (D) All of these are correct
46. It is very difficult to detect the source of such communication :
- (A) Upward communication
 - (B) Vertical communication
 - (C) Lateral communication
 - (D) Informal communication
47. Which is the most effective statement for workplace writing?
- (A) We are unable to offer the weekend rate for the dates June 1-2
 - (B) We are unable to reserve a room for you on the requested dates
 - (C) The dates you requested for your stay are not available at the package rate
 - (D) We are booked solid on June 1-2 but can offer you the same package the weekend of June 8-9
48. The name and address of the person receiving the letter is called what?
- (A) Return address
 - (B) Inside address
 - (C) Outside address
 - (D) None of the above

49.

- | | |
|------------------------------|-----------------------|
| 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-b,2-c,3-b

(D) None of the above

50. Rearrange the steps in the process of interpersonal communication.

A. Decoding

B. Message

C. Receiver

D. Sender

E. Encoding

F. Feedback

G. Channel

(A) ABCDEFG

(B) GFEDCBA

(C) DCBAEFG

(D) DEBGACF

51. Grapevine communication is associated with_____ communication.
- (A) Formal
 - (B) Informal
 - (C) Horizontal
 - (D) Vertical
52. Gestural communication is a _____.
- (A) Non-Verbal Message.
 - (B) Direct Conversation.
 - (C) Oral Communication
 - (D) Written
53. The process of communication is successful only when :
- (A) The receiver understands an idea as the sender intended it
 - (B) The receiver does not understand the idea as the sender intended it
 - (C) The receiver understands an idea as the sender has not intended it
 - (D) The receiver does not understand the idea as the sender has not intended it
54. _____means aspects of the voice; the way we use our voice.
- (A) Timbre
 - (B) Paralanguage
 - (C) Acoustics
 - (D) Perception
55. In effective communication, encoder becomes the decoder when there is :
- (A) Noise
 - (B) Audience
 - (C) Feedback
 - (D) Channel

56. _____communication requires that both parties should be present and attentive at the same time.
- (A) Oral
 - (B) Written
 - (C) Mass
 - (D) Graphic
57. Information does not include_____.
- (A) Data
 - (B) Emotion
 - (C) Files
 - (D) Facts and figures
58. In organisations connected by electronic network_____is the most effective method of communication.
- (A) Intercom
 - (B) Public address system
 - (C) Fax
 - (D) email
59. Non-verbal communication is mostly :
- (A) Voluntary
 - (B) Involuntary
 - (C) Conscious
 - (D) Intended
60. Which of the following is not one of the Cs of good communication ?
- (A) Correctness
 - (B) Courage
 - (C) Clarity
 - (D) Courtesy

61. “Although we cannot replace the clocks in this case, we shall make the required repairs, charging you only 30% of the cost of repair.” This sentence will appear in a letter :
- (A) Refusing adjustment
 - (B) Offering refund
 - (C) Offering compromise
 - (D) Informing the customer that the investigation is being made
62. What is video conferencing ?
- (A) Sending text messages
 - (B) Pre-recorded meetings to bring business together
 - (C) Communicating using video and audio with special equipment
 - (D) In person interactive session
63. Which of the following is the special report ?
- (A) Progress
 - (B) Performance
 - (C) Periodical
 - (D) F.I.R.
64. Ability to communicate means being able to _____.
- (A) Talk confidently
 - (B) Write effectively
 - (C) Give a proper speech
 - (D) Express your ideas effectively in writing and in speech
65. 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

66. Teleconferencing is most commonly used for people who are separated by:
- (A) Geography
 - (B) Age
 - (C) Gender
 - (D) Class
67. Teleconferencing is not suitable for:
- (A) Meetings
 - (B) Interviews
 - (C) Problem solving
 - (D) Keeping in touch with country offices
68. 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
69. Communication that takes place between the members of an organization within itself is_____.
- (A) External
 - (B) Formal
 - (C) Informal
 - (D) Internal
70. As a means of communication, e-mails have features of the immediacy of both_____and_____.
- (A) Reading, receiving
 - (B) Writing, sending
 - (C) Calling, receiving
 - (D) Receiving sending

71. A resume needs conceptualization of your _____ and _____ all into one document.
- (A) Objective experiences
 - (B) Projects, skills
 - (C) Accomplishments, experiences
 - (D) Skills, aims
72. 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
73. Which one of the following is the correct structure of the letter ?
- (A) Address, date, body, subject, signature, enclosure
 - (B) Address, of the applicant, date, salutation, subject, body, signature, enclosure
 - (C) Address, solution, date, body, subject, enclosure, signature
 - (D) Address, date, subject, body, solution, enclosure, signature
74. In letter writing, _____ Indicates to the reader of the letter what the _____ is about.
- (A) Solution, letter
 - (B) Subject, notice
 - (C) Body, memo
 - (D) Subject, letter
75. The _____ of the correct channel depends on the situation under which the communication takes place.
- (A) Chance
 - (B) Choice
 - (C) Change
 - (D) Channel

76. _____ refers to the special language of a trade.
- (A) Jargon
 - (B) Expression
 - (C) Colloquialism
 - (D) Suggestion
77. An effort to influence the attitude and feelings of others is _____.
- (A) Persuasion
 - (B) Suggestion
 - (C) Advise
 - (D) Appreciation
78. Business letter must possess the quality of _____.
- (A) Coherence
 - (B) Incompleteness
 - (C) Faultiness
 - (D) jargons
79. _____ is something written after the letter is closed.
- (A) Copy distribution
 - (B) Enclosures
 - (C) Postscripts
 - (D) Reference
80. The most basic type of listening is known as :
- (A) Discriminative listening
 - (B) Comprehension listening
 - (C) Appreciative listening
 - (D) Evaluative listening

81. Gossip and rumour are part of _____ communication.
- (A) Formal
 - (B) Informal
 - (C) Horizontal
 - (D) Vertical
82. List of items to be discussed and decided in a meeting is called as _____.
- (A) Resolution
 - (B) Minutes
 - (C) Invoice
 - (D) Agenda
83. A report prepared in a prescribed form and presented according to an established procedure is _____ report.
- (A) Formal
 - (B) Informal
 - (C) Statutory
 - (D) General
84. _____ implies respect for the readers point of view.
- (A) Consideration
 - (B) Correctness
 - (C) Courtesy
 - (D) None
85. _____ is also referred to as critical / judgmental listening.
- (A) Discriminative listening
 - (B) Biased listening
 - (C) Evaluative listening
 - (D) Appreciative listening

86. Physical Barriers to communication are_____.
- (A) Time and distance
 - (B) Interpretation of words
 - (C) Denotations
 - (D) Connotations
87. Communication starts with :
- (A) Encoding
 - (B) Sender
 - (C) Channel
 - (D) Feedback
88. Communication between HR manager and salesman is an example of:
- (A) Horizontal Communication
 - (B) Lateral Communication
 - (C) Diagonal Communication
 - (D) Vertical Communication
89. Lateral communication is between
- (A) Superior and subordinate
 - (B) Same cadre of personal
 - (C) Subordinate and superior
 - (D) Among all
90. _____of the letter consists of main message.
- (A) Heading
 - (B) Body
 - (C) Greeting
 - (D) Closing

91. _____ is a systematic oral exchange of information, view 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 these
92. 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
93. 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
94. Chronemics is also known as _____ language.
- (A) Space
 - (B) Time
 - (C) Body
 - (D) Eye
95. Which of the following is not a type of business letter?
- (A) Business enquiry
 - (B) Sales letter
 - (C) Quotations
 - (D) Reference letter

96. In _____ layout of letter, every line begins at left margin and thus makes each paragraph look like a distinct block message.
- (A) Full block
 - (B) Semi-block
 - (C) Simplified
 - (D) All the above
97. The effective business letter must be _____.
- (A) Sender oriented
 - (B) Reader oriented
 - (C) Company oriented
 - (D) Business oriented
98. Which one is not a component of a business letter ?
- (A) Reference
 - (B) Salutation.
 - (C) Subject.
 - (D) Complimentary close
99. The inside address should be written :
- (A) Below the solutions
 - (B) Above the heading
 - (C) Above the salutation
 - (D) Above the date
100. _____ Communication is unsuitable for lengthy message.
- (A) Oral
 - (B) Written
 - (C) Vertical
 - (D) Audio visual

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.
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