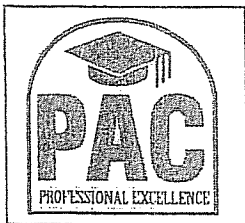


1,000 – MCQs

Business Communication

(AFC -2)



Prepared by:

The Professionals' Academy of Commerce
(The oldest Institution in Pakistan for C.A. Education)

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MR. JAFAR HUSAIN, FCA
CHARTERED ACCOUNTANT

CENTRAL VICE PRINCIPAL

MR. SALAHUDDIN, CISA, FCA
CHARTERED ACCOUNTANT

PAC's ADDRESSES

- HEAD OFFICE

41-T, GURUMANGAT ROAD, GULBERG II, LAHORE
PH: 35878070-3, FAX: 35759281
Email: pac@nexlinx.net.pk
Web: www.pac.edu.pk

- OTHER CAMPUSES

- PESHAWAR
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TABLE OF CONTENTS

(a)	Preface	(i)
(b)	ICAP Education Scheme 2013	(ii)
(c)	Syllabus	(iii)

Chap. #	Topic	Page #	Questions
1.	The Communication Process	1	125
2.	The Business Communication	17	78
3.	Seven C's of Effective Communication	28	61
4.	Intra-personal and Interpersonal Skills	36	102
5.	Forms of Business Communication	50	136
6.	Written Business Messages	68	54
7.	Letters and Circulars	76	149
8.	Business Reports	95	100
9.	Electronic Communication	108	195
10.	Answers	132	<u>1,000</u>

THE COMMUNICATION PROCESS

- Q1. Context depends upon:
- (a) Internal stimuli
 - (b) External stimuli
 - (c) Both internal & external stimuli
 - (d) None of the above.
- Q2. In the process of communication, distortion is a communication problem which refers to:
- (a) Noisy environment
 - (b) Faulty encoding
 - (c) Faulty decoding
 - (d) Both b and c.
- Q3. Defensiveness is a communication barrier in which a message is avoided because:
- (a) Sender considers it threatening
 - (b) Sender fails to defend the justification of the message.
 - (c) Sender fails to defend his credibility.
 - (d) Receiver considers it threatening.
- Q4. Physical noise is the interference in the delivery of the message on account of:
- (a) Any physical ailment of sender or receiver
 - (b) Interference from the external environment
 - (c) The failure of the medium of communication
 - (d) Difference of language.
- Q5. Technical noise is the interference in the delivery of the message on account of:
- (a) Any physical ailment of sender or receiver
 - (b) Interference from the external environment
 - (c) The failure of the medium of communication
 - (d) Difference in language.
- Q6. Social noise is interference in the delivery of message due to:
- (a) Interference from external environment
 - (b) Differences of age, gender, social class, religion etc.
 - (c) Individual biases, pre-conceived prejudices, extent of mutual trust, poor listening etc.
 - (d) None of the above.

Q7. Psychological noise is the interference in the delivery of message due to:

- (a) Interference from external environment
- (b) Difference of age, gender, social class, religion etc.
- (c) Individual biases, extent of mutual trust etc.
- (d) Difference in language.

Q8. One of the ways to overcome the problems of noise in communication is:

- (a) Manipulation
- (b) Filtering
- (c) Selective perception
- (d) Avoiding jargon

Q9. Routine messages may be communicated through channels:

- (a) Low in richness
- (b) High in richness
- (c) Without any element of richness
- (d) None of the above.

Q10. Non-routine messages may be communicated through channels:

- (a) Low in richness
- (b) High in richness
- (c) Without any element
- (d) None of the above.

Q11. A communication channel is low in richness if it:

- (a) Handles multiple cues including verbal as well as non verbal simultaneously
- (b) Handles only verbal cues
- (c) Handles only non-verbal cues
- (d) None of the above.

Q12. A communication channel is high in richness if it:

- (a) Handles multiple cues including verbal as well as non-verbal simultaneously
- (b) Handles only verbal cues.
- (c) Handles only non-verbal cues
- (d) None of the above.

Q13. In verbal communication, the sender uses:

- (a) Written and oral words
- (b) Gesture and hand movements
- (c) Both a & b
- (d) None of the above

Q14. Horizontal communication occurs:

- (a) From management to workers
- (b) From workers to management
- (c) Between peers
- (d) All of the above

Q15. Feedback moves:

- | | |
|-----------------------------|-----------------------------|
| (a) From sender to receiver | (b) From receiver to sender |
| (c) Both a & b | (d) None of the above |

Q16. Selective perception occurs:

- (a) When sender withholds information
- (b) When receiver hears only that message which is based on his interests
- (c) Both a & b
- (d) None of the above

Q17. Filtering of information occurs when:

- (a) Receiver hears only that message which is based on his interests.
- (b) When sender withholds information.
- (c) Receiver considers a message threatening for himself.
- (d) None of the above

Q18. Semantic noise is the interference in the delivery of the message on account of:

- (a) Weak signal via which communication takes place
- (b) Disturbance in the environment
- (c) Excessive emotion or prejudice
- (d) Difference of language and use of jargon

Q19. A sensitive message can best be communicated through:

- | | |
|----------------------|----------------|
| (a) Letter | (b) Email |
| (c) Personal meeting | (d) Memorandum |

Q20. Interpersonal communication occurs:

- (a) When sender and the receiver is the same person
- (b) Between a number of individuals on personal level
- (c) When the message is directed to a large, diffused audience
- (d) None of the above

Q21. Vertical communication refers to:

- | | |
|----------------------------|--------------------------|
| (a) Downward communication | (b) Upward communication |
| (c) Both a and b | (d) None of the above |

Q22. Diagonal communication cuts across:

- | | |
|---------------------------------------|-----------------------------|
| (a) Organizational levels (Hierarchy) | (b) Work areas (Department) |
| (c) Both a and b | (d) None of the above |

Q23. Following is the barrier to interpersonal communication:

- | | |
|--------------------------|-----------------------------|
| (a) Defensiveness | (b) Nonverbal Communication |
| (c) Verbal Communication | (d) Feedback |

Q24. Interpersonal communication occurs when:

- (a) Three or more people are communicating with each other at the same time
- (b) An individual establishes communication with people he has no interest in knowing.
- (c) An individual interacts with another person as a unique individual
- (d) Intimate conversation takes place

Q25. A message is a signal that serves as:

- (a) Noise reduction
- (b) Stimulus for a mass audience
- (c) Stimulus for a speaker
- (d) Stimulus for a receiver

Q26. Noise does the following:

- (a) Focuses wandering thoughts
- (b) Causes listeners to listen to message more carefully
- (c) Distorts or interferes with a message
- (d) Enhances the quality of a message

Q27. In interpersonal communication, ethics:

- (a) Are important
- (b) Are not a consideration
- (c) Stand in the way of honesty
- (d) Increase barriers to understanding

Q28. If something is said in error, it must be understood that interpersonal communication is:

- (a) Forgivable
- (b) Forgettable
- (c) Irreversible
- (d) Reversible

Q29. Interpersonal communication is:

- (a) Static
- (b) Transactional
- (c) One way only
- (d) Without personal touch

Q30. According to transactional psychologists, interpersonal communication is:

- (a) Inevitable
- (b) Evitable
- (c) Reversible
- (d) Avoidable

Q31. Physical context refers to:

- (a) Time
- (b) Status
- (c) Place
- (d) Religion

Q32. Downward communication goes from:

- | | |
|--------------------------|---------------------------|
| (a) Worker to management | (b) Management to workers |
| (c) One peer to another | (d) None of the above. |

Q33. Upward communication travels from:

- | | |
|---------------------------|---------------------------|
| (a) Workers to management | (b) Management to workers |
| (c) Both a and b | (d) None of the above |

Q34. In the process of communication, encoding is:

- | | |
|---------------------------------------|---|
| (a) Understanding of encoded messages | (b) Converting mental idea into symbols |
| (c) Sending a message to a receiver | (d) Choosing an appropriate channel. |

Q35. In the process of communication, transmission is:

- | | |
|---------------------------------------|--|
| (a) Understanding of encoded messages | (b) Converting mental ideas into symbols |
| (c) Sending message to a receiver | (d) Sending feedback to sender. |

Q36. In the process of communication, reception is:

- | | |
|------------------------|------------------------------------|
| (a) Receiving feedback | (b) Receiving the encoded message. |
| (c) Receiving a sender | (d) Receiving a receiver |

Q37. In the process of communication, decoding is:

- (a) Converting mental ideas into symbols
- (b) Converting encoding symbols into meaning full words
- (c) Sending feedback
- (d) Receiving feedback

Q38. In the process of communication, feedback is:

- | | |
|----------------------------|------------------------------|
| (a) Response of the sender | (b) Response of the receiver |
| (c) Encoding of message | (d) Decoding of message |

Q39. Paralanguage refers to:

- | | |
|---------------------------|------------------|
| (a) Written communication | (b) Intonations |
| (c) Oral communication | (d) Both a and c |

Q40. In order to make communication effective the communicator should dedicate enough time and effort to:

- | | |
|-------------------------------|---|
| (a) Checking the message | (b) Reading and understanding the information |
| (c) Absorbing the information | (d) All of the above |

Q41. Which of the following is the key purpose of effective communication?

- (a) Maintaining relationship
- (b) Spreading information
- (c) Collecting information
- (d) All of the above

Q42. Which of the following is least likely to be a characteristic of effective communication?

- (a) Using accurate facts & figures.
- (b) Ensuring little doubt as to what is meant by the communication.
- (c) Supporting words with tables, graphs etc and using complex words & jargon.
- (d) Using appropriate language.

Q43. When an organization establishes communication with lobby groups, it is an example of:

- (a) Upward communication
- (b) Downward communication
- (c) Internal communication
- (d) External communication

Q44. Diagonal communication, also known as cross team communication, refers to:

- (a) Vertical communication.
- (b) Horizontal communication.
- (c) Simultaneous combination of vertical and horizontal communication.
- (d) None of the above

Q45. Content and relationship dimension of communication is one of the axioms which refers to:

- (a) The fact that a person cannot remain in an uncommunicative state.
- (b) What has once been communicated cannot be called back.
- (c) Interaction based on equal power between the parties.
- (d) An understanding of the differences in the nature of the relationship between the sender and the recipient.

Q46. Digital component of IPC refers to:

- (a) Distinct and well defined communication elements such as words and specific gestures.
- (b) Communication where the act shows a particular conclusion or outcome.
- (c) The fact that individuals cannot remain isolated without communicating.
- (d) None of the above

Q47. Analogic component of IPC refers to:

- (a) The fact that individuals cannot remain isolated without communicating.
- (b) Distinct and well defined communication elements such as words and specific gestures.
- (c) Communication where the act shows a particular outcome.
- (d) None of the above

Q48. According to axioms of IPC symmetric interaction describes:

- (a) Interaction based on difference in power between the parties.
- (b) Interaction based on perception or punctuation of a communication sequence.
- (c) Interaction based on equal power between the parties.
- (d) None of the above

Q49. According to axioms of IPC, complementary interaction describes:

- (a) Interaction based on differences in power between the parties.
- (b) Interaction based on equal power between the parties.
- (c) Interaction based on perception or punctuation of a communication sequence.
- (d) None of the above

Q50. Defining relationship by punctuation is an axiom which describes:

- (a) Interaction based on difference in power between the interacting parties.
- (b) Interaction based on equal power between the parties involved in IPC.
- (c) Interaction based on perception or punctuation of a communication sequence.
- (d) All of the above

Q51. Which of the following is important characteristic of the process of communication:

- (a) It involves six steps or phases.
- (b) It is linear cum circular process.
- (c) Encoding is the responsibility of sender and decoding of receiver.
- (d) All of the above

Q52. Which of the following involves important contextual consideration when selecting the appropriate form of communication?

- (a) Internal vs external
- (b) Confidential vs non confidential
- (c) Formal vs informal
- (d) All of the above

Q53. Which of the following is least likely a universal of interpersonal communication?

- (a) Ethics
- (b) Noise
- (c) Distortion
- (d) Self feedback and feedback from others

Q54. Stereotyping is a potential barrier to effective communication which refers to:

- (a) Faulty encoding
- (b) Faulty decoding
- (c) Difference in language
- (d) Faulty generalization

Q55. Information overloading refers to:

- (a) Communicating appropriate amount of information to the recipient.
- (b) Communicating inappropriate amount of information to the recipient.
- (c) Interruptions and distractions during transmission of the message.
- (d) Confusing and confronting messages leading to distortion.

- Q56. Which of the following is least likely a strategy for improving communication?
- (a) Rewarding effective communication.
 - (b) Providing training and guidance in effective communication.
 - (c) Avoiding adopting technology.
 - (d) Establishing effective communication channels.
- Q57. Off-shoring helpdesks is a new business model which refers to:
- (a) Online sales by the companies via the internet.
 - (b) Increased amount of data that can be communicated at any one time.
 - (c) Establishment of helpdesks for client and customers in some foreign country.
 - (d) None of the above
- Q58. Which of the following is / are potential challenge(s) that limit(s) the use of ICT in communication:
- (a) Concerns regarding trust and security of confidential data.
 - (b) Preference of face to face communication.
 - (c) Concerns regarding very high expenses.
 - (d) All of the above
- Q59. "When receivers hear only what they want to hear" is an example of:
- (a) Redundant hearing
 - (b) Superficial hearing
 - (c) Selective Perception
 - (d) Filtering of information
- Q60. When more than two individuals in remote locations involve in telephone conversation it is called:
- (a) Conference
 - (b) Video conferencing
 - (c) Video phone
 - (d) Teleconference
- Q61. Drawing, graphs, maps, charts etc are examples of:
- (a) Electronic communication
 - (b) Visual Communication
 - (c) Verbal communication
 - (d) All of the above
- Q62. An organization may be considered as an _____ system that collects and screens information, processes it, deduces it, transforms it and finally acts upon it:
- (a) Open
 - (b) Closed
 - (c) Information processing
 - (d) All of the above
- Q63. The flow of information is organized, managed and:
- (b) One sided
 - (b) Controlled
 - (c) External
 - (d) Internal

- Q64. Organisations develop _____ communication channels, in which individuals occupy responsible positions for effective communication process:
- (a) Unstructured (b) Structured
(c) External (d) Internal
- Q65. Information within an organization flows through:
- (a) Regular patterns of person to person interactions.
(b) Irregular patterns of person to person interactions.
(c) Regular pattern and resources.
(d) Irregular patterns of resources.
- Q66. There are _____ key systems of communication:
- (a) Two (b) Three
(c) Four (d) Five
- Q67. The communication which links the day to day operations in a business entity is called:
- (a) External (b) Internal
(c) Formal (d) Informal
- Q68. The communication which occurs within the same organization is called:
- (a) External (b) Internal
(c) Formal (d) Informal
- Q69. Internal communication occurs between:
- (a) Employees of different organizations.
(b) Employee of the same organization.
(c) Between individuals outside the formal structure of an organization.
(d) None of the above
- Q70. _____ communication takes place between organizations and the individuals outside its formal structure:
- (a) Internal (b) External
(c) Formal (d) Informal
- Q71. The channel through which messages pass from one person to another within the entity is called:
- (a) Internal communication (b) External communication
(c) Communication network (d) All of the above
- Q72. Organizational communication flows in _____ directions:
- (a) Three (b) Five
(c) Seven (d) Multiple
- Q73. _____ connects senders and receivers:
- (a) Communication network (b) Organisation
(c) Manager (d) Leader

Q74. Facilitating the exchange of information within the organization is the function of:

- (a) Intra-personal communication
- (b) Interpersonal communication
- (c) Communication network
- (d) None of the above

Q75. Which of the following is the function of communication network?

- (a) Providing the means for organizing the activities of individuals, groups and other sub-units within the organization.
- (b) Providing instruments for directing the activities of the organisation as a whole.
- (c) Ensuring the flow of information between the organization and the external environment in which it exists.
- (d) All of the above

Q76. Which of the following is NOT the function of communication network?

- (a) Providing the means for organizing the activities of individuals, groups and other sub-units within the organisation.
- (b) Providing instruments for directing the activities of the organisation as a whole.
- (c) Ensuring the flow of information between the organisation and the external environment in which it exists.
- (d) None of the above

Q77. Formal communication within an entity takes place through approved:

- (a) Terms of reference
- (b) Organisational channels
- (c) Standard official procedure
- (d) None of the above

Q78. Chain network is the major type of:

- (a) Formal network
- (b) Informal network
- (c) Wheel network
- (d) Grapevine

Q79. Information is passed straight up or down the formal chain of command in:

- (a) Circle network
- (b) All channel network
- (c) Wheel network
- (d) Chain network

Q80. _____ allows only vertical movement and is strictly hierarchical:

- (a) Chain network
- (b) Y network
- (c) Wheel network
- (d) All channel network

Q81. _____ have a leader who decides as to what messages are to be sent and how these messages are to be communicated:

- (a) Chain networks
- (b) Y networks
- (c) Wheel network
- (d) Circle network

- Q82. Which type of network is suitable for tasks that have to be accomplished within a given time and without any deviation?
- (a) All channel network (b) Circle network
(c) Wheel network (d) Chain network
- Q83. Y network can be assumed as a variation of:
- (a) Chain network (b) Wheel network
(c) Circle network (d) All channel network
- Q84. In _____ messages are communicated vertically, between the subordinates and supervisors in the hierarchical arrangements:
- (a) Chain networks (b) Y networks
(c) Wheel networks (d) Circle networks
- Q85. In which type of network information from the leader is shared simultaneously through two channels, who in turn pass on the information outwards?
- (a) Chain network (b) Y network
(c) Wheel network (d) Circle network
- Q86. _____ disseminates the information faster than the chain network:
- (a) Chain network (b) Y network
(c) Wheel network (d) Circle network
- Q87. _____ is characterised by the central position of the leader, where the leader plays the key role to disseminate information:
- (a) Chain network (b) Y network
(c) Wheel network (d) Circle network
- Q88. In _____ the primary communication occurs between the members and the group leader and then group leader shares the information with all:
- (a) Chain network (b) Y network
(c) Wheel network (d) Circle network
- Q89. In which of the following communication network, decisions can be made fast but group morale is low since others do not take an active part in decision making?
- (a) Chain network (b) Y network
(c) Wheel network (d) Circle network
- Q90. The leader is very important and powerful in:
- (a) Circle network (b) Wheel network
(c) Y network (d) Chain network
- Q91. The circle network is different from the:
- (a) Wheel network (b) Chain network
(c) Y network (d) All of the above

Q92. _____ is an example of horizontal and decentralised communication:

- | | |
|-------------------|--------------------|
| (a) Chain network | (b) Y network |
| (c) Wheel network | (d) Circle network |

Q93. _____ assumes no leader, there is complete equality:

- | | |
|-------------------|--------------------|
| (a) Chain network | (b) Y network |
| (c) Wheel network | (d) Circle network |

Q94. In _____ members can communicate with persons to their right and left:

- | | |
|-------------------------|--------------------|
| (a) All channel network | (b) Circle network |
| (c) Wheel network | (d) Chain network |

Q95. The circle network has less constrained conditions than the:

- | | |
|-------------------|----------------------|
| (a) Wheel network | (b) Chain network |
| (c) Y network | (d) All of the above |

Q96. In _____ each member of the circle has the same authority or power to impact the group:

- | | |
|-------------------|---------------------|
| (a) Chain network | (b) Y network |
| (c) Wheel network | (d) Circle networks |

Q97. In _____ morale of workers remains high because everyone participates in the decision making process:

- | | |
|-------------------------|-------------------|
| (a) All channel network | (b) Y network |
| (c) Circle network | (d) Wheel network |

Q98. The prominent example of _____ is a self-managed team in which individual group members are free to contribute and no one assumes a leadership role:

- | | |
|-------------------|-------------------------|
| (a) Chain network | (b) Y network |
| (c) Wheel network | (d) All channel network |

Q99. _____ is an extension of the circle network:

- | | |
|--------------------|-------------------------|
| (a) Y network | (b) Wheel network |
| (c) Circle network | (d) All channel network |

Q100. _____ is an informal networking system:

- | | |
|---------------|--------------------|
| (a) Y network | (b) Wheel network |
| (c) Grapevine | (d) Circle network |

Q101. In _____ information does not flow in a specific direction:

- | | |
|---------------------------------------|-----------------------|
| (a) Formal networks | (b) Informal networks |
| (c) Both formal and informal networks | (d) None of the above |

- Q102. _____ messages do not follow formal lines of hierarchy and are not controlled by the management:
- (a) Chain network
 - (b) Y network
 - (c) All channel network
 - (d) Grapevine
- Q103. In the process of communication, decoding is:
- (a) Converting mental ideas into symbols
 - (b) Converting encoded symbols into meaningful words
 - (c) Sending feedback
 - (d) Receiving feedback
- Q104. Which of the following is more likely to contain informal communication?
- (a) Diagonal communication
 - (b) Upward communication
 - (c) Horizontal communication
 - (d) None of the above
- Q105. Which of the following can be described as digital communication?
- (a) Shaking a fist
 - (b) Jerk of head indifferently
 - (c) Showing V sign
 - (d) None of the above
- Q106. In interpersonal communication, ethics:
- (a) Are moral code of right and wrong
 - (b) Are not a consideration
 - (c) Stand in the way of honesty
 - (d) Increase barriers to understanding
- Q107. What does punctuating a communication mean?
- (a) Understanding of the differences in nature of relationship between parties
 - (b) Mitigating the impact of criticism by sending a qualified message
 - (c) Interpreting on-going events by identifying cause and response
 - (d) Both (b) and (c)
- Q108. Which of the following statements is NOT correct about noise/ distortion in communication of messages?
- (a) Distortion occurs due to confusion on the part of the recipient
 - (b) Noise is physical interference that damages the actual message during its transmission
 - (c) Noise and distortion result in same outcomes and are therefore interchangeable
 - (d) Distortion usually results in partial misinterpretation of the message
- Q109. If something is said in error, it must be understood that interpersonal communication is:
- (a) Forgivable
 - (b) Forgettable
 - (c) Irreversible
 - (d) Reversible

Q110. What is meant by the term noise in communication?

- (a) Comes in from environment
- (b) Disturbance and interference with the transmission and understanding of a message
- (c) Reduces the effectiveness or causes confusion or affects the clarity of the message being transmitted
- (d) All of the above

Q111. In organizational settings, the mode of lateral communication helps in:

- (a) Co-ordinating the activities of individuals /groups at various hierarchical levels
- (b) Promoting and maintaining social relations at work
- (c) Issuing instructions and directions
- (d) Achieving effective control of activities of subordinates

Q112. Which of the following is not a universal of interpersonal communication?

- (a) Receiver aspiration
- (b) Field of experience
- (c) Messages and their channeling
- (d) Compliance and performance

Q113. Inevitability of communication refers to:

- (a) Adverse impact of the message can be mitigated afterwards
- (b) Individuals cannot remain isolated without communicating
- (c) Imposing obligation on the sender to exercise care
- (d) All of the above

Q114. Which of the following are types of noise?

- (a) Psychedelic, monological and semantic
- (b) Psychological, monological, physical
- (c) Semantic, psychological and physical
- (d) Physical, psychological and Psychedelic

Q115. Which of the following correctly describe the component of the communication process?

- (a) Receiver: the receiver decodes the message to understand what the message is about and what action (if any) is required
- (b) Encoding: this is where the message is interpreted by the receiver to understand what action needs taking
- (c) Sender: the sender generates feedback which is attached to the message that he sends using an appropriate communication method
- (d) Feedback: this is sent from the sender to the receiver to clarify the message that was sent

Q116. Which of the following is NOT an axiom of interpersonal communication?

- (a) Irreversibility of communication
- (b) Symmetric or complimentary
- (c) Digital content and analogical relationships
- (d) Inevitability of communication

Q117. As a process of sharing thoughts and ideas, communication suffers from:

- (a) Selective perception
- (b) Filtering of information
- (c) Selecting of wrong channel
- (d) All of the above

Q118. Diagonal communication refers to:

- (a) Cross-team communication when co-coordinating projects, innovating new ideas or problem solving
- (b) Bypassing blockages in the usual vertical reporting line such as when a line manager is on holiday, or when technical input is required outside the usual sphere of expertise
- (c) The simultaneous combination of vertical and horizontal communication
- (d) All of the above

Q119. Physical dynamics of context refers to:

- (a) Status dimension of communication
- (b) Timing of the communication
- (c) The place of the communication
- (d) All of the above

Q120. Which of the following is not an advantage of automated call-answering?

- (a) Filters high volume of callers
- (b) Alienates customers
- (c) Costs are reduced
- (d) Both (a) and (b)

Q121. When a party is dominating communication, the communication being carried out is:

- (a) One-up
- (b) One-down
- (c) One-across
- (d) Both (a) and (b)

Q122. Memorandum is the medium of written communication which is used:

- (a) To communicate message to external environment
- (b) Internally for disseminating information to staff by management
- (c) To communicate message to relatives
- (d) In all the above situations

Q123. To achieve the optimum benefit from a visual aid during a presentation a presenter should:

- (a) Adopt all the above strategies
- (b) Avoid showing Clip Arts from a well-known source
- (c) Not immediately turn face towards the audience
- (d) Show Clip Arts from a well-known source

Q124. In the process of communication, distortion refers to:

- (a) Faulty encoding by the sender
- (b) Giving too much information to the receiver by the sender
- (c) Faulty decoding by the sender
- (d) Both (a) and (b)

Q125. In recent years the world has become arguably irreversibly reliant on ICT for conducting both personal and business activities. What are the significant developments in ICT that have driven this reliance?

- | | |
|-------------------------|----------------------------------|
| (a) Increased bandwidth | (b) Sophistication of technology |
| (c) Both (a) and (b) | (d) None of the above |

THE BUSINESS COMMUNICATION

Q1. In business, communication should be:

Interpersonal

Intrapersonal

Informal

None of the above.

Q2. Non-verbal communication is communicated through:

Written words

Spoken words

Unwritten and unspoken stimuli

Both a and b

Q3. Which of the following is not a feature of oral communication?

(a) Delayed action

(b) Conversational

(c) More colloquial language

(d) Focus on interpersonal relations.

Q4. In business communication, written media has the characteristic of:

(a) Being conversational

(b) Having simple constructions

(c) Having more complex construction

(d) None of the above.

Q5. Oral channels of business communication use:

(a) Fewer personal pronouns

(b) Longer sentences; longer words

(c) Less detailed technical information

(d) Both a and b.

Q6. In business communication written media is used when:

(a) Message is straight forward and easy to accept.

(b) Audience can be assembled conveniently and economically.

(c) Immediate interaction with target audience is not important.

(d) None of the above.

Q7. In business communication, electronic media is used when:

(a) Audience can be assembled conveniently and economically

(b) The message is detailed and comprehensive and requires careful planning

(c) Sender and receiver are located in different time zones.

(d) None of the above

Q8. Informal communication is spread through:

- (a) Formal communication channels
- (b) Informal communication channels
- (c) Both through formal and informal channels
- (d) None of the above.

Q9. Formal organization is created:

- (a) Spontaneously
- (b) Deliberately
- (c) To meet people's interest
- (d) None of the above

Q10. Informal organization has:

- (a) Definite structure
- (b) Stable structure
- (c) No structure
- (d) None of the above

Q11. When dealing with informal communication, management should:

- (a) Stifle it down
- (b) Try to remove it
- (c) Accept it and monitor it
- (d) None of the above

Q12. Formal communication channels are:

- (a) Slow
- (b) Fast
- (c) Directionless
- (d) None of the above

Q13. In organizations, formal communication is necessary for:

- (a) Gaining favor of seniors
- (b) Criticizing the subordinates
- (c) Upholding of authority to ensure the respect of the superiors
- (d) Achieving personal goals

Q14. To make business message effective a seasoned communicator should:

- (a) Not analyze his audience
- (b) Analyze his audience
- (c) Know the residential addresses of the audience
- (d) Have family ties with them

Q15. Stakeholders are persons or group who belong to:

- (a) Only organization's internal person or group.
- (b) Only organization's external persons or groups.
- (c) Both internal & external persons or groups of the organization.
- (d) None of the above

Q16. In business communication, oral media is used when:

- (a) Permanent & verifiable records are required
- (b) Immediate feedback is required
- (c) Message is not complex
- (d) Immediate interaction with target audience is not required

Q17. Suppliers and other business partners have at stake: -

- Livelihood, career and reputations.
- The capital and interest that needs to be repaid.
- The items they supply, continued sales.
- All of the above

Q18. Some studies suggest that from _____ of a message's effect comes from nonverbal cues.

- 0%
- 10%
- 100%
- 60% to 90%.

Q19. The sources of information from where organisations get information may include:

- Internal
- External
- Both internal and external
- None of the above

Q20. Strategic level of information relates to:

- (a) Day to day activities
- (b) Long term decisions
- (c) Short term issues
- (d) All of the above

Q21. Strategic level of information relates to:

- (a) Weekly ordering of new supplies.
- (b) Day to day activities of organization.
- (c) Switching a key supplier in 6 months time.
- (d) 3-5 year plan including shifting of organization production from one city to another.

Q22. Operational level information includes:

- Day to day activities of organization
- Long term decision making
- Short-term issues and opportunities
- All of the above

Q23. Operational level information includes:

- 1 year plan including switching a key supplier.
- 3 - 5 year plan including opening a new factory.
- 6 months plan including attracting maximum investment from potential investors.
- Weekly ordering of new supplies.

Q24. Tactical level information includes:

- (a) Long term decision making
- (b) Short term issues & opportunities
- (c) Day to day activities
- (d) All of the above

Q25. Tactical level information includes:

- (a) 3 - 5 year plan including opening a new factory in 3 years time.
- (b) 1 year plan including changing a supplier of raw material.
- (c) Weekly ordering of new supplies.
- (d) None of the above.

Q26. An organization relies on:

- (a) Only formal communication
- (b) Only informal communication
- (c) Simultaneously on formal & informal communication.
- (d) None of the above.

Q27. Electronic mail can be used:

- (a) Formally
- (b) Informally
- (c) Both formally and informally
- (d) None of the above

Q28. Informal communication is also known as:

- (a) Rumours
- (b) Grapevine
- (c) Bush telegraph
- (d) All Of the above

Q29. Informal communication travels:

- Upwardly
- Downwardly
- Spacially
- Horizontally

Q30. Formal communication passes through:

- (a) Unofficial channels
- (b) Colleagues in cafeteria
- (c) Official channels
- (d) All of the above

Q31. Network are groups of:

- (a) Supervisors
- (b) Shop floor employees
- (c) Directors
- (d) Middle managers

Q32. Which of the following characteristics should not be the part of formal communication:

- (a) Spontaneity
- (b) Impersonality
- (c) Formality
- (d) Brevity

Q33. Which of the following is considered inappropriate for business vocabulary:

- (a) Objective
- (b) Subjective
- (c) Specific
- (d) Factual

Q34. One of the ways for ineffective use of visual aids includes:

- (a) Using visual and sparingly.
- (b) Clear visibility of visual aid
- (c) Showing clip arts from well known sources.
- (d) Speaker's immediate turning face towards the audience.

Q35. Which of the following statements may be considered correct in case of verbal and non verbal communication.

- (a) Emotions & attitudes can be conveyed effectively through non verbal communication than verbal one.
- (b) Even in the absence of verbal communication, non verbal communication can take place.
- (c) In case of any contradiction between verbal & non-verbal communication, non-verbal communication is considered to be more important.
- (d) All of the above.

Q36. Non-verbal communication does not include:

- (a) Facial expressions
- (b) Universal cultural dimensions
- (c) Proximity and contact
- (d) Gestures

Q37. What are the steps and their acceptable order in delivering negative messages?

- (a) Bad news, buffer, alternative suggestion, explanation, positive statement.
- (b) Alternative suggestion, explanation, buffer, bad news, positive statement.
- (c) Buffer, explanation, bad news, alternative suggestion, positive statement.
- (d) Positive statement, alternative suggestion, buffer, bad news, explanation.

Q38. Which of the following can be a cause of conflict so far as organisational communication is concerned?

- Fault finding
- Office politics
- Empire building
- All of the above

Q39. Which of the following is an element of constructive conflict?

- In bits communication
- Results in denial and scapegoats
- Distracts attention from the organisations goals
- Releases hostile feelings

Q40. All of the following are examples of internal communication EXCEPT communication with:

Team members
CEO

Creditors
Public Relations

Q41. An incremental approach for resolving conflict will be

- (a) Formal written warning, formal verbal warning, informal face to face communication, fines or demotion
- (b) Formal verbal warning, informal face to face communication, formal written warning, fines or demotion
- (c) Informal face to face communication, Formal verbal warning, formal written warning, fines or demotion
- (d) Informal face to face communication, Formal written warning, formal verbal warning, fines or demotion

Q42. Which of the following is incorrect about organization?

- (a) An organization is a social arrangement.
- (b) An organization strives to achieve individual goals
- (c) An organization has a boundary.
- (d) An organization is separate from its surroundings through limit

Q43. How are grapevine networks defined?

- (a) They are people-oriented instead of work oriented
- (b) Prevalent not only in workers but also managers
- (c) They flow in all directions in the organization, whether hierarchically or spatially
- (d) All of the above

Q44. Which of the following statements is not true for formal communication?

- (a) Formal communication process has restrictive implications
- (b) There are maximum distortion problems in this process.
- (c) Information of confidential information should not be divulged to everyone
- (d) This process is not time and cost efficient

Q45. Employees in customer-care departments of service-oriented business organizations should:

- Provide feedback and ask reflective questions which make the customers felt good and confident about themselves
- Accord low priority to their own self-esteem and should not disagree with what the customer is saying
- Adopt a casual attitude towards complaints of troublesome customers
- All of the above

- Q46. ABL Ltd is involved in the production of medicines. The company wants to advertise the medicines but is confused as what to put focus on. The management gave the following views. Select the one seems appropriate to you:
- (a) The company shall focus on safety features
 - (b) The company shall focus on saving lives
 - (c) The company shall focus on cost
 - (d) The company shall focus on bargains
- Q47. Which of the following is not an example of visual communication?
- (a) Emphasizing a point through flip charts slides
 - (b) Showing a movie during a training session
 - (c) Using whiteboard in presentation
 - (d) Visualizing of senders reaction while communicating
- Q48. Which of the following can be ascribed to constructive conflict?
- (a) Facilitates blame-game
 - (b) Releases hostile feelings
 - (c) Stalls communication
 - (d) None of the above
- Q49. Horizontal communication occurs between
- (a) Peers
 - (b) Managers of asymmetrical rank
 - (c) Manager and subordinate
 - (d) Both (a) and (b)
- Q50. Information redundancy is best described by:
- (a) Information provided to an employee by Human Resources when they are made redundant
 - (b) Lack of appropriate attention by the recipient of message
 - (c) Information submitted by an employee when they are made redundant
 - (d) Repeated information that is unnecessary and undermines the underlying message
- Q51. Operational level information is useful and relevant to:
- (a) Production staff in day-to-day activities
 - (b) Top-most senior employees in helping in long-term decision making
 - (c) Middle level management in considering short-term issues
 - (d) All of the above

- Q52. A brand new microwave oven was purchased by Fernando Alonso through a renowned shopping mart branch. The requested item was provided by the mart on time and Alonso placed the oven in his living room. The oven worked well for five days. However, on the sixth day, the oven caught fire due to no apparent reason. He was extremely angry and decided to file a case for damages against the manufacturer, prior to that he wanted to write a letter to them. What will be the correct objective of this letter?
- (a) Threat the manufacturer that he will sue them if replacement or reimbursement is not provided
 - (b) Tell them that their delivery system provided the oven on time
 - (c) Persuade the manufacturer of the validness of his claim and ask for a replacement
 - (d) Give information of the fault and resulting damage to the manufacturer
- Q53. The mode of communication in a meeting is
- Formal
 - Informal
 - Reliant on culture of organization
 - Reliant on the purpose and audience of meeting
- Q54. Which of the following should not be considered when planning the message by sender?
- Objectives
 - Spontaneity
 - Style
 - Audience
- Q55. Which of the following does not contribute to effective listening skills?
- (a) Noise and distortion avoidance
 - (b) Complete focus on taking notes
 - (c) No biasness
 - (d) Ability to identify main idea, supporting and key issues
- Q56. What is essential for resolving conflict between two parties?
- (a) Commitment by each party to achieve resolution as it is implied that conflict exists
 - (b) Fully understanding the conflict, committing to resolution is not necessary as it cannot be measured
 - (c) Understanding the conflict and wholehearted commitment to resolve
 - (d) Assess whether the conflict is constructive or destructive
- Q57. Which of the following cannot be described as true for grapevine networks?
- (a) Fast communication
 - (b) Only oral communication
 - (c) Increases in strength in case of official communication channels being weak
 - (d) Social and personal interaction of employees

Q58. Effective internal communication network does not have which ONE of the following functions?

- (a) Information dissemination
- (b) Selecting appropriate informal communication channels
- (c) Direction of communication to relevant individuals
- (d) Encouraging team effort

Q59. Suggest the definition of conflict.

A quest for a common prize by two or more adversaries

The resolution of differences through discussion

A behavior between groups when one of them perceives the other to be affecting them negatively

Introducing new information to a discussion

Q60. How does personal appearance of a person communicate non-verbally?

- (a) It conveys security and assurance of affection
- (b) It influences attitudes and generalizations
- (c) It provides feedback
- (d) None of the above

Q61. Choose the correct option from the following regarding communication levels and impact

Tactical: Setting up additional units to increase capacity by the end of second quarter

Strategic: Ordering the monthly paper supplies

Operational: Opening a new outlet in the suburbs to capture the niche

Operational: Opening up a separate operations unit in Lahore, Rawalpindi and Karachi within five years

Q62. Conflicts can be resolved through undertaking effective communication. Which one of the following is not a correct example?

- (a) Pretend that there is no conflict and deny its impact
- (b) Arranging a meeting of parties to talk about the problem
- (c) Reprimanding the officer for non-cooperation with new manager
- (d) Changing employee's department after repeated warnings to diffuse disagreements within department

Q63. A gesture of shrug does not mean:

Apathy

Laziness

Indifference

Energy

Q64. What are the reasons for the formal and impersonal style used in business communication?

Corporate image

Appropriate record keeping

Upholding authority

All of the above

Q65. All of the following are true visual aids EXCEPT:

After explaining, speaker should immediately turn face towards the audience and continue speaking

Clip-arts from renowned sources should not be used as it shows lack of originality in professional knowledge regarding the subject

Visual presentation aids can be used in limited cases

Information contained should be easily comprehensible for the audience

Q66. A stakeholder is a person, group or organization that has a stake in the organization. What is at stake for directors, managers, employees and trade unions?

(a) The capital and interest that needs to be repaid

(b) Livelihood, careers and reputations

(c) The environment shared by all

(d) National infrastructure

Q67. An example of external source of information is:

(a) Staff

(c) Customer correspondence

(b) Timesheets

(d) All of the above

Q68. Consider the following order by a manager to his subordinate: "I want a projected income statement on my desk". How can this message be made more effective as a business communication?

(a) Mentioning the format required

(b) Justifying why there is a need for the document

(c) Communicating the level of detail needed

(d) All of the above

Q69. Factors contributing to the value of information communicated are:

Ease of assimilation

All of the above

Accessibility

None of the above

Q70. A personal factor to be considered when analyzing the audience is:

Pressure and stress
Education

Concentration and energy levels
All of the above

Q71. Communication style is defined as using the right words in the right order to achieve the message objective. "Tone" is a component of style which indicates:

The phrases and words actually used
The sentence structure used

The overall effect created
All of the above

Q72. Example of gesture as non-verbal communication is:

Sitting up straight
Facial expressions

Tapping fingers
Lounging

Q73. Lateral communication can be used for:

Developing and maintaining social relationships
Delegating responsibilities
Giving directions
All of the above

Q74. Reasons for exchanging messages can be

To promote a product
All of the above

To persuade someone
None of the above

Q75. Financial information embedded in communication should display all of the following characteristics EXCEPT:

(a) Accessibility
(c) Neutral

(b) Relevant
(d) Free from material error

Q76. In formulating business messages the vocabulary should be:

Familiar and readily understandable
Factual and objective

Clear and specific
All of the above

Q77. Committees are constituted because:

- (a) Benefits of committees outweigh their costs
- (b) Members collectively have appropriate experience and skills to achieve high levels of synergy
- (c) Committees invariably achieve better performance/results than individuals
- (d) Both (b) and (c)

Q78. A person is deliberately trying to tell an untruth. This is an example of:

Redundancy
Noise

Distortion
None of the above

SEVEN C'S OF EFFECTIVE COMMUNICATION

Q1. All payments must be made in time. This statement lacks:

Conciseness

Consideration

Completeness

Courtesy

Q2. The manager communicated some advices to his subordinate before leaving the office. This statement lacks:

Concreteness

Correctness

Clarity

Courtesy

Q3. You failed to deposit the borrowed amount before the due date. This statement lacks:

(a) Consideration

(b) Clarity

(c) Correctness

(d) Completeness

Q4. I am delighted to announce that we are offering 2 years warranty on our mobile. This statement lacks:

(a) Completeness

(b) Concreteness

(c) Consideration

(d) Correctness

Q5. The Professionals' Academy of Commerce has increased its overall result to a very high level. This statement lacks:

(a) Concreteness

(b) Clarity

(c) Correctness

(d) Consideration

Q6. Kindly do send us our consignment as soon as possible so that we are able to meet our customers' demands latest by April 30, 2014. We shall highly appreciate your quick response that would enable us to deliver promptly to our customers, so please send the shipment at your earliest. This statement lacks:

(a) Clarity

(b) Concreteness

(c) Conciseness

(d) Courtesy

Q7. I placed an order in January, it is still not delivered. This statement lacks:

Completeness

Concreteness

Clarity

Courtesy

Q8. Today was my first paper of mod C and we should vote for honest candidate in the elections. This statement lacks:

(a) Clarity

(b) Concreteness

(c) Completeness

(d) Consideration

Q9. When you travel on company expense, you will not receive approval for first class fare. This statement lacks:

Courtesy

Consideration

Clarity

Correctness

Q10. If you fail to return the completed advertisement contract form along with a cheque for Rs. 300,000 by March 30, 2014, your reserved space in the next issue of our magazine "Accountants in Organization" will be cancelled and would be sold to another customer. This statement lacks: *politeness*

Clarity

Completeness

Courtesy

Correctness

Q11. Which of the following is not a Seven C'S:

(a) Credibility

(b) Concreteness

(c) Clarity

(d) Correctness

Q12. A message that answers all questions asked has:

Clarity

Concreteness

Completeness

Consideration

Q13. A message which avoids unnecessary repetition has the quality of:

(a) Completeness

(b) Clarity

(c) Concreteness

(d) Conciseness

Q14. A message which focuses on "you" instead of "I" and "we" has the quality of:

(a) Clarity

(b) Courtesy

(c) Conciseness

(d) Consideration

Q15. A message which uses specific facts and figures has the quality of:

(a) Concreteness

(b) Clarity

(c) Completeness

(d) Consideration

Q16. A message that contains precise, concrete and familiar words has:

Clarity

Concreteness

Completeness

Correctness

Q17. A message that is tactful, thoughtful and appreciative has:

Clarity

Courtesy

Consideration

Completeness.

Q18. A message maintaining acceptable writing mechanics has:

Correctness

Completeness

Concreteness

Clarity

Q19. A message maintaining accuracy of figures, facts and words has:

Clarity

Correctness

Concreteness

Completeness

Q20. A message using expressions that show respect has:

Consideration

Clarity

Courtesy

Completeness

Q21. A business message, bearing effective sentences and paragraphs, is characterised by:

Correctness

Conciseness

Completeness

Clarity

Q22. A business writing which chooses vivid, image – building words has:

Clarity

Completeness

Concreteness

Conciseness

Q23. A business communication which shows audience benefit or interest in the receiver has:

(a) Courtesy

(c) Consideration

(b) Conciseness

(d) Clarity

Q24. A business message which emphasizes positive and pleasant facts has:

(a) Consideration

(c) Correctness

(b) Courtesy

(d) Concreteness

Q25. A message in which sender eliminates wordy expressions has the quality of:

(a) Completeness

(c) Concreteness

(b) Clarity

(d) Conciseness

Q26. When a sender answers all questions asked by the inquirer, he is following the principle of:

(a) Clarity

(c) Courtesy

(b) Completeness

(d) Consideration

Q27. If a message gives something extra when desirable, it has the quality of:

(a) Completeness

(c) Courtesy

(b) Clarity

(d) Consideration

Q28. Which of the following feature is not demonstrated by a complete message?

- (a) A complete message is least likely to convince the recipient.
- (b) Costs are reduced.
- (c) Assists in better decision making.
- (d) None of the above

Q29. Conciseness in business can be compromised by:

- (a) Sticking to the point
- (b) Deleting irrelevant statements.
- (c) Repeating the words and ideas.
- (d) Avoiding long introduction & explanation

Q30. The statement "Ahmad has not sent the report" lacks:

- | | |
|-------------------|-----------------|
| (a) Completeness | (b) Courtesy |
| (c) Consideration | (d) Correctness |

Q31. The statement, "You cannot return the item if they are soiled or not in a saleable condition" backs:

- | | |
|-------------------|-----------------------|
| (a) Consideration | (b) Concreteness |
| (c) Clarity | (d) None of the above |

Q32. The statement "Sales have increased by 6% from Rs 50 million to Rs. 53 million in the first six months of the year" has:

- | | |
|-------------------|------------------|
| (a) Consideration | (b) Correctness |
| (c) Clarity | (d) Concreteness |

Q33. The statement "Sales have increased slightly" lacks:

- | | |
|------------------|--------------|
| (a) Correctness | (b) Courtesy |
| (c) Concreteness | (d) Clarity |

Q34. Clarity in business communication refers to:

- (a) One main idea per paragraph
- (b) The use of simple and well - known knew words
- (c) Being careful about the placement of subordinate clause.
- (d) All of the above

Q35. The statement "I can't understand any of this confusing table" lacks:

- | | |
|-------------------|------------------|
| (a) Consideration | (b) Courtesy |
| (c) Clarity | (d) Completeness |

Q36. The statement "Sorry that the point I was making was not clear. Let me explain it a different way" has:

- (a) Clarity
- (b) Consideration
- (c) Completeness
- (d) Courtesy

Q37. The statement "Most outlet's grew except Lahore witch see dropping of 10%" lacks:

- (a) Completeness
- (b) Clarity
- (c) Correctness
- (d) Concreteness

Q38. Conciseness in business messages can be achieved by:

- (a) Using passive rather than active voice
- (b) Avoiding superfluous language
- (c) Not using bullet points
- (d) All of the above

Q39. Which one of the following set of terms only displays negativity?

- (a) Helpless, loyal, trouble, happy
- (b) Reject, trouble, thanks, pleasure
- (c) Unfair, generous, trouble, regret
- (d) Unfair, unhappy, unfavorable, regret

Q40. Concreteness in business communication stands for:

- (a) Including general vivid authentic details
- (b) Including specific, vivid imaginative details
- (c) Including definite details
- (d) Including specific, vivid, clear, explicit details

Q41. Communication effectiveness is understood from:

- (a) Understanding principles of completeness and clarity
- (b) Seven principles of communication
- (c) Appreciating the need of sender and recipient
- (d) Seven C's of communication

Q42. What is a quality of a clear message?

- (a) Strengthens the confidence of sender and receiver
- (b) Stimulates the recipient into action
- (c) Exhibits interest in audience
- (d) None of the above

Q43. When should YOU attitude be avoided?

- (a) While emphasizing on positives
- (b) While emphasizing with audience
- (c) While delivering sensitive message
- (d) All of the above

Q44. Which of the following is not an advantage of concreteness in business communication?

- (a) Exhibits professionalism
- (b) Avoids distortion
- (c) Message is not misinterpreted
- (d) Message is more persuasive and compelling

Q45. Which of the following feature is not included in a concise message?

- (a) Avoids unnecessary repetition
- (b) Avoids passive voice
- (c) Abrupt and to the point
- (d) Avoids long introduction

Q46. Which of the following phrases provides the most clarity?

- (a) A statement of payment will be sent shortly
- (b) Remuneration is expected to be circa. market rate
- (c) We will speak immediately after the meeting
- (d) The raison d'etre is hitherto unknown

Q47. Which of the following depicts a less formal alternative?

- (a) Use "join" in place of "participate"
- (b) Use "ascertain" in place of "find out"
- (c) Use "utilize" instead of "use"
- (d) Use "procure" instead of "get"

Q48. A complete message will not include which one of the following features?

- (a) Anticipates the recipients responses and reduces subsequent communication
- (b) Addresses all the questions raised
- (c) Persuasive style
- (d) Provides all the necessary information

Q49. Clarity in business communication requires the message to be:

- (a) Goal oriented
- (b) Containing a single idea
- (c) Short and simple
- (d) Coherence in ideas to enhance the meaning of message

Q50. Choose the correct illustration of "All of almost everyone allows for the security guard to go through their belongings"

- (a) Almost everyone allowed the security guard to go through their belonging
- (b) All allowed the security guard to go through their belongings
- (c) Everyone allowed the security guard to go through their belongings
- (d) Almost everyone allowed the security guard to go through their belongings

Q51. Ahmed got an idea regarding solution of an office problem while having lunch in the canteen and decided to share it with his boss. He prepared a 7 page note to explain the solution and submitted it. However, the next day he was told that his note could not portray the solution. What could have gone wrong?

- (a) The boss did not want to go through the whole seven pages
- (b) Ahmed was unable to give proper facts and figures to support his idea
- (c) He had just committed his thoughts to paper without any clarity
- (d) The idea was lost in the pile of too much information

Q52. Seven C's can be applied to:

- (a) Written communication
- (b) Oral communication
- (c) Oral and written communication
- (d) Oral, written and non-verbal communication

Q53. Consider the following message: "Send a copy of the budget when convenient. Sameera". What could be done to enhance the completeness of message?

- (a) Using YOU attitude
- (b) Be more courteous
- (c) Mention whether a soft copy or hard copy is needed
- (d) All of the above

Q54. Consider the following statement: "You did not understand my message!" Which principle is lacking in this message?

- | | |
|------------------|-------------------|
| (a) Completeness | (b) Courtesy |
| (c) Clarity | (d) Consideration |

Q55. What should be done to enhance consideration of a message?

- | | |
|----------------------------------|----------------------------|
| (a) Include relevant information | (b) Emphasize on positives |
| (c) Avoid wordy expressions | (d) All of the above |

- Q56.** Using English rather than foreign equivalents will enhance the messages:
- | | |
|------------------|--------------|
| (a) Correctness | (b) Courtesy |
| (c) Completeness | (d) Clarity |
- Q57.** Consider the following message: "Our debts have gone down considerably". Which principle is lacking in this statement?
- | | |
|------------------|-------------------|
| (a) Completeness | (b) Clarity |
| (c) Concreteness | (d) Consideration |
- Q58.** To enhance the clarity of a message, ideal length of sentence should be:
- | | |
|-----------------|-----------------|
| (a) 10-15 words | (b) 15-20 words |
| (c) 20-25 words | (d) 25-30 words |
- Q59.** Read the following sentence: The trend of violence in children because of the unsupervised television and social media usage is increasing rapidly. Choose the statement which depicts the message clearly
- (a) The trend of violence in children is increasing rapidly because of unsupervised television and social media usage
 - (b) Children are getting more violent due to unsupervised television and social media usage
 - (c) The trend of violence is increasing rapidly due to unsupervised television and social media usage in children
 - (d) The trend of violence in children is increasing rapidly due to unsupervised television and social media usage
- Q60.** Which of the following is a vague word in terms of correctness?
- | | |
|--------------|----------------------|
| (a) Small | (b) Almost |
| (c) Slightly | (d) All of the above |
- Q61.** Which of the following quality enhances cost effectiveness?
- | | |
|-------------------|--------------|
| (a) Conciseness | (b) Courtesy |
| (c) Consideration | (d) Clarity |

INTRA-PERSONAL & INTERPERSONAL SKILLS

- Q1. _____ Communication entails communication with another person:
- (a) Intra-personal (b) Interpersonal
(c) Formal (d) Informal
- Q2. _____ Communication denotes communication with one's self:
- (a) Interpersonal (b) Intra-personal
(c) Formal (d) Informal
- Q3. _____ Communication is a process in which individuals connect with themselves either consciously or subconsciously:
- (a) Intra-personal (b) Interpersonal
(c) Formal (d) Informal
- Q4. _____ communication includes conversations continually going on in our own minds:
- Formal Informal
Interpersonal Intra-personal
- Q5. Self- concepts, perception and expectations are three important ingredients of:
- Interpersonal communication Intra-personal communication
Formal communication Informal communication
- Q6. _____ provides the basis for intra-personal communication, because it governs how a person perceives one's self and is oriented towards other individuals:
- (a) Self-concept (b) Perception
(c) Expectations (d) All of the above
- Q7. _____ is also referred as self-awareness:
- (a) Self-concept (b) Perception
(c) Expectation (d) All of the above
- Q8. The purpose (s) of intra-personal communication is (are):
- (a) Analysing a situation (b) Clarifying thoughts
(c) Appreciating something (d) All of the above
- Q9. _____ lays the foundation of successful socialization:
- (a) Impersonal communication (b) Interpersonal communication
(c) Formal communication (d) Intra-personal communication

- Q10. Which of the following is an important ingredient of intra-personal communication?
- (a) Expectation (b) Self concept
(c) Perception (d) All of the above
- Q11. Which of the following is not a major factor of self-concept?
- (a) Credibility (b) Beliefs
(c) Values (d) Attitudes
- Q12. _____ are either descriptive or prescriptive:
- (a) Beliefs (b) Values
(c) Attitudes (d) None of the above
- Q13. _____ represent fundamental personal attitudes towards what is good or bad:
- (a) Attitudes (b) Values
(c) Beliefs (d) All of the above
- Q14. _____ are deep-rooted morals and ideals which are consistent with beliefs:
- (a) Beliefs (b) Values
(c) Attitudes (d) None of the above
- Q15. _____ are learned predispositions towards the subject matter, ideals that originate from values:
- (a) Beliefs (b) Values
(c) Attitudes (d) All of the above
- Q16. Which of the following is least likely to be one of the three selves?
- (a) Reals self (b) Imagined self
(c) Ideal self (d) Public self
- Q17. _____ is what do you think of yourself when you are being honest:
- (a) Real self (b) Ideal self
(c) Public self (d) None of the above
- Q18. _____ is who you would like to be & think you should be:
- (a) Real self (b) Ideal self
(c) Public self (d) All of the above
- Q19. _____ is the one you would like others to know:
- (a) Real self (b) Ideal self
(c) Public self (d) None of the above

- Q20. _____ is a process by which individuals establish, organize and interpret their sensory impression towards their environment:
- (a) Real self (b) Perception
(c) Ideal self (d) Public self
- Q21. Which of the following is least likely to be part of individual's sensory impression?
- (a) Sense of sight (b) Sense of imagination
(c) Sense of hearing (d) Sense of smell
- Q22. _____ is so closely inter-related with the concept of self that one supplements the other:
- (a) Expectation (b) Perception
(c) Attitude (d) Belief
- Q23. Which of the following is least likely to be a factor that affects perception?
- (a) Perceiver (b) Target
(c) Public self (d) Context
- Q24. Personal characteristics of the perceiver include:
- (a) Attitudes (b) Experience
(c) Expectation (d) All of the above
- Q25. _____ are strong beliefs regarding something that would happen in future:
- (a) Expectations (b) Perception
(c) Beliefs (d) None of the above
- Q26. In order to manage _____ one should develop an understanding as to what is in one's control & what is not:
- (a) Expectations (b) Perception
(c) Beliefs (d) None of the above
- Q27. Which of the following is least likely to be a factor that influences intra-personal communication?
- (a) Self-esteem (b) Self-confidence
(c) Self-assertive (d) Self-perception
- Q28. _____ is shaped by knowledge, understanding and standards in our mind:
- (a) Self-assertiveness (b) Self-confidence
(c) Self-esteem (d) Perspective

Q29. _____ is our perception of what worth we think we have for others:

- | | |
|------------------------|---------------------|
| (a) Self-assertiveness | (b) Self-confidence |
| (c) Self-esteem | (d) Perspective |

Q30. _____ is our perception of our own abilities to do something and achieve success.

- | | |
|------------------------|---------------------|
| (a) Self-assertiveness | (b) Self-confidence |
| (c) Self-esteem | (d) Perspective |

Q31. _____ is our capability to take stand and perform suitable actions to protect our perspectives:

- | | |
|------------------------|---------------------|
| (a) Self-assertiveness | (b) Self-confidence |
| (c) Self-esteem | (d) Perceptive |

Q32. Which of the following is least likely to be a type of intra-personal communication?

- | | |
|------------------------------|--------------------------------|
| (a) External dialogue | (b) Internal dialogue |
| (c) Solo vocal communication | (d) Solo written communication |

Q33. Thinking, investigating and analyzing are part of _____

- | | |
|------------------------------|--------------------------------|
| (a) External dialogue | (b) Internal dialogue |
| (c) Solo vocal communication | (d) Solo written communication |

Q34. Talking loudly to one's own self is called _____

- | | |
|------------------------------|--------------------------------|
| (a) External dialogue | (b) Internal dialogue |
| (c) Solo vocal communication | (d) Solo written communication |

Q35. Written communication which is not meant for others refers to _____

- | | |
|------------------------------|--------------------------------|
| (a) External dialogue | (b) Internal dialogue |
| (c) Solo vocal communication | (d) Solo written communication |

Q36. Intrapersonal communication is important as it ensures the following factor:

- (a) An essential pre-requisite for effective interpersonal communication.
- (b) Provides the right direction & stability in communication with the organizational environment.
- (c) Essential requirement for job interview, meeting with customer.
- (d) All of the above

Q37. Interpersonal communication occurs between:

- | | |
|---------------------------|----------------------|
| (a) Two persons | (b) Three persons |
| (c) Three or more persons | (d) All of the above |

Q38. Which of the following is not a characteristic of interpersonal communication?

- (a) Interpersonal communication is static in form.
- (b) Interpersonal Communication (IPC) is relational.
- (c) IPC is between inter-reliant persons.
- (d) IPC covers extremes

Q39. The transactional element of IPC makes it:

- (a) Static
- (b) Changing
- (c) Stationary
- (d) Both a & c

Q40. Interpersonal communication involves only:

- (a) Verbal messages
- (b) Non-verbal messages
- (c) None of the above
- (d) Both a & b

Q41. Which of the following is least likely to be a purpose of interpersonal communication?

- (a) Learning & understanding the world around us.
- (b) Ensuring significant connection with others.
- (c) Excluding chatting on some social media.
- (d) Inspiring others.

Q42. Which of the following is least likely to be a way to improve interpersonal communication?

- (a) Active listening
- (b) Avoid smiling
- (b) Stop complaining
- (d) Sence of humour

Q43. _____ is the ability to put one's self in someone else's shoes and realize how they feel:

- (a) Active listening
- (b) Empathy
- (c) Humour
- (d) Smile

Q44. _____ is a set of principles or rules of correct conduct:

- (a) Equality
- (b) Trustworthiness
- (c) Humour
- (d) Ethics

Q45. Which of the following is a trait of ethics in interpersonal communication?

- (a) True & reliable information
- (b) Trustworthiness
- (c) Respect
- (d) All of the above

Q46. Distinct groups existing within a major culture are known as:

- (a) Extra culture
- (b) Major culture
- (c) Sub culture
- (d) Miner culture

- Q47. _____ is the process of sending & receiving messages between individuals belonging to diverse cultural background:
- (a) Intra-personal communication (b) Interpersonal communication
(c) Intercultural communication (d) Impersonal communication
- Q48. _____ is the collective programming of the mind which distinguishes the members of one organization to another:
- (a) Team (b) Culture
(c) Group (d) Perspective
- Q49. Distinct groups existing within a major culture are known as _____
- (a) Groups (b) Teams
(c) Sub cultures (d) Core cultures
- Q50. _____ communication is the process of sending and receiving messages between people belonging to different cultural background:
- (a) Cultural (b) Intercultural
(c) International (d) Extranational
- Q51. Which of the following is least likely to be a dimension of cultural differences?
- (a) Legal structure (b) Social ethics
(c) Personal space (d) International politics
- Q52. _____ denotes a failure to understand part of or all of what the other person is trying to communicate:
- (a) Misunderstanding.
(b) Communication on the conditions of only party.
(c) Assimilation.
(d) Lack of understanding
- Q53. _____ is the process by which a powerful group of people chooses to remove a less powerful group from their territory:
- (a) Assimilation (b) Expulsion
(c) Integration (d) Misunderstanding
- Q54. _____ is an attempt to get the group disappear by disbanding it such that it disperses within the leading central group:
- (a) Assimilation (b) Segregation
(c) Expulsion (d) Integration

- Q55. _____ refers to generalized ideas about certain group of people that are widely accepted by others:
- (a) Halo effect
 - (b) Projection
 - (c) Stereotyping
 - (d) Contrast effect
- Q56. _____ is the procedure we follow in order to develop ideas that are unique and exclusive:
- (a) Critical thinking
 - (b) Selective perception
 - (c) Filtering of information
 - (d) Creative thinking
- Q57. Which of the following is not a characteristic of creative thinker?
- (a) Does not challenge assumption & gives it up easily
 - (b) Is always curious & looks at problems as opportunities.
 - (c) Is self-assertive, impulsive & prefers complexity.
 - (d) Develops the ability to deal unstructured problems.
- Q58. _____ is the thinking procedure that evaluates the assumptions fundamental to our own and others' ideas and efforts:
- (a) Creative thinking
 - (b) Selective perception
 - (c) Critical thinking
 - (d) All of the above
- Q59. Which of the following is not a core characteristic of a critical thinker?
- (a) Thinking independently and is not afraid of discarding group opinion.
 - (b) Welcomes criticism.
 - (c) Does not fall prey of egocentrism.
 - (d) Pretends that he knows more than what he does.
- Q60. Which of the following is least likely to be an effect of critical thinking over communication?
- (a) A critical thinker responds effectively in a given context.
 - (b) Critical thinking improves overall quality of internal & external communication.
 - (c) Critical thinking brings confidence in communication.
 - (d) None of the above
- Q61. Which of the following is not a characteristic of creative thinker?
- (a) Non-judgmental
 - (b) Contravenes established principles
 - (c) Talks about probabilities
 - (d) Talks about possibilities
- Q62. Which of the following is not a characteristic of critical thinker?
- (a) Judgmental
 - (b) Selective
 - (c) Talks about probabilities
 - (d) Talks about possibilities

- Q63.** In contrast to interpersonal communication, intra-personal communication implies with the self. The word intra means;
- (a) Inside or within
 - (b) Personal
 - (c) With oneself
 - (d) Internal
- Q64.** Intra-personal communication also understood as self-talk is recognized as the verbal side of thinking. self-talk can also be recognized as
- (a) Verbal communication
 - (b) Self-dialogue
 - (c) Inner-talk
 - (d) Monologue
- Q65.** Self-concept also known as self-awareness encompasses the following main factors;
- (a) Beliefs, values and morals
 - (b) Morals, ideals and faith
 - (c) Morals, ideals and standards
 - (d) Beliefs, morals and ideals
- Q66.** Perception can be defined as;
- (a) A process by which individuals organize their thoughts
 - (b) A process by which individuals establish, organise and interpret their stimuli
 - (c) A process by which sensory impressions are organised to give meaning to the environment
 - (d) A process by which a meaningful and coherent picture of the environment is established
- Q67.** Which of the following is an example of solo vocal communication?
- (a) Observations and reflections
 - (b) Maintaining a personal diary
 - (c) Daydreaming
 - (d) Talking to oneself to calm down
- Q68.** Being self-assertive means;
- (a) An ability to assess our own abilities
 - (b) A perception of our own abilities
 - (c) The ability to take a stand for one's own perspectives and values in which we believe in
 - (d) The ability to take a stance.
- Q69.** Identify the public self;
- (a) The one that you want others to perceive you as
 - (b) The one that you would like to be
 - (c) The one that you should be
 - (d) The one where you appraise yourself honestly.
- Q70.** Where interpersonal communication is a dialogue between people, intra-personal communication is
- (a) Internal communication
 - (b) An internal monologue
 - (c) Reflections
 - (d) Internal conversations with oneself

Q71. Selective perception takes place in a communication cycle when the receiver in the communication process selectively perceives based on the _____ own experience, values, background, beliefs and other personal characteristics.

- (a) Reflector's
- (b) Sender's
- (c) Both of the above
- (d) Any of the above

Q72. Self-esteem is your

- (a) Perception of yourself based on your personal beliefs
- (b) An evaluation of your worth
- (c) Perception of one self and of others around you
- (d) An evaluation of other people's worth

Q73. _____ is one view of reality

- (a) Attitude
- (b) Perspective
- (c) Perception
- (d) Belief

Q74. Self-confidence is _____

- (a) An appraisal of our own abilities to overcome obstacles and achieve success
- (b) An observation of our abilities
- (c) Capability to utilise our abilities to achieve success
- (d) An evaluation of our self-worth

Q75. The stimuli selected from the environment are given meaning based on the person's values, beliefs, education, background and other personal characteristics. When our perception is positive it inculcates;

- (a) A high self-confidence
- (b) Becoming more assertive
- (c) Higher self-esteem
- (d) A Positive perspective

Q76. Intra-personal communication denotes communication with oneself that involves the process of thinking and feeling, it an essential for

- (a) Effective personal communication
- (b) An internal dialogue.
- (c) High self-confidence
- (d) All of the above

Q77. Communication within oneself is influenced by

- (i) Our knowledge, understanding and philosophies
- (ii) Our perception about the things around us
- (iii) An assessment of our own abilities
- (iv) Medium of communication

- (a) All of the above
- (b) (iii) only
- (c) (i) and (ii)
- (d) (ii) and (iii)

Q78. While creative thinking is generative in purpose, critical thinking is analytical in purpose, meaning that

- (a) Creative thinking is not so original
- (b) Critical thinking is evaluative in nature while creative thinking is more diagnostic
- (c) Critical thinking is not selective
- (d) Creative thinking is selective

Q79. Identify the benefits of critical thinking over communication

- (i) It is a tool that allows us to structure our key messages
- (ii) It breeds clarity of thought
- (iii) It is the driver of effective communication
- (iv) It helps to yield the desired results

- (a) (i) and (ii)
- (b) (iii) only
- (c) All of the above
- (d) (iii) and (iv)

Q80. "Interpersonal communication is not only linear but also circular"

The above statement refers to which axiom of interpersonal communication;

- (a) Digital and analogic
- (b) Defining relationship by punctuation
- (c) Inevitability of communication
- (d) None of above

Q81. Interpersonal communication can be between / among

- (a) Two people
- (b) One to many
- (c) Many to one
- (d) All of the above

Q82. Which of the following can be inscribed to critical thinking?

- (i) Associative thinking
- (ii) Classification
- (iii) Imagery
- (iv) Planning
- (v) Originality

(a) (i), (iii) and (v)

(b) (i), (ii), (iv) and (v)

(c) (iii) and (v)

(d) All of the above

Q83. Ethics in interpersonal communication is denoted by which of the following

- (i) Communicating clearly
- (ii) Communicating in a comprehensible way
- (iii) Showing respect to the audience
- (iv) Showing enthusiasm

(a) (ii) and (iii)

(b) (iii) and (iv)

(c) (i), (iii) and (iv)

(d) All of the above

Q84. The golden rule is denoted by which of the following

- (a) Saying please and thank you while stating a request
- (b) Stating the obvious
- (c) Frowning during a presentation
- (d) Using easy vocabulary

Q85. Stereotyping is said to be

- (a) The collective programming of the mind, widely accepted, where individuals are judged based on the group or category they belong to
- (b) Generalised ideas or images about groups of people
- (c) Ideas about people that are accepted widely
- (d) Certain traits that are associated with groups of people

Q86. When one party to avoid a deadlock yields to the other party's request, giving up its own stance on the agenda, this is known as;

(a) Expulsion

(b) A power difference

(c) Interruption and break down

(d) Assimilation

Q87. Intercultural communication is required

- (a) To avoid a deadlock in negotiations
- (b) To communicate effectively in order to achieve the task successfully
- (c) To communicate effectively in order to facilitate the flow of goods and services between countries
- (d) To communicate effectively in order to run marketing campaigns

Q88. Sarah being the CEO of her company is presenting a new brand to commemorate Woman's day, on the day of the launch an hour before the start of the launch, one of the key presenters of the brand cancelled due to a family emergency, which of the following techniques will help Sarah in running her launch smoothly;

- (a) Doing creative thinking
- (b) Doing critical thinking
- (c) Either of the above
- (d) Both of the above

Q89. Malcolm's friends belong to rich, high-class families who always wear branded clothes, journey in first-class and dine in five-star hotels. Malcom thinking of achieving immediate success enrolls himself in a course to become a Chartered Accountant.

The above example highlights;

- (a) Being open-minded
- (b) Thinking independently
- (c) Wishful thinking
- (d) Being close-minded

Q90. Reasoning and developing a coherent argument entails

- (a) Being logical
- (b) Removing ambiguity from conversation
- (c) Being a critical thinker
- (d) All of the above

Q91. Identify correctly the difference between a creative and a critical thinker;

- (a) Creative thinking is judgmental
- (b) Creative thinking is pervasive
- (c) Creative thinking is expansive
- (d) Creative thinking is selective
- Critical thinking is non-judgmental
- Critical thinking is discerning
- Critical thinking is selective
- Critical thinking is expansive

Q92. Which of the following is not a trait of a creative thinker?

- (a) Challenging norms and assumptions
- (b) Being impulsive
- (c) Dealing with straightforward issues
- (d) Taking everything as a challenge rather than an obstacle

- Q93. Which of the following is present in a critical thinker?
- (a) Coherent and comprehensible
 - (b) Opinionated based on their ability to differ from the norm
 - (c) Disregard their limitations
 - (d) Overcome assumptions and beliefs
- Q94. Communication skills form the basis for critical thinking as they ensure that _____.
- (a) All known information is analytically taken into account
 - (b) All groups at organizational level are involved in the thinking process
 - (c) Both a and b
 - (d) None of the above
- Q95. Expertise is the foundation of creative thinking skills. Creative thinking skills are associated with _____.
- (a) Ability to assess the known in different and wider perspectives
 - (b) Using software specially designed for problem solving
 - (c) The study of different world languages
 - (d) None of the above
- Q96. Organizations today are becoming increasingly aware of the importance of interpersonal skills. This results in their workforce being _____.
- (a) More culturally diverse
 - (b) Reduced due to office automation
 - (c) More productive and motivated
 - (d) All of the above
- Q97. Communication breakdown in a multicultural organizational setting is a result of _____.
- (a) Stylistic issues
 - (b) Lack of knowledge about English language
 - (c) Grammatical issues
 - (d) Misunderstandings in culture
- Q98. Organizations can educate their employees to keep stereotyping at bay by organizing _____.
- (a) Cultural shows
 - (b) Gender training programs
 - (c) Profiling
 - (d) Diversity training programs
- Q99. Misinterpretation of messages highly depends upon;
- (a) Usage of words
 - (b) Cultural differences
 - (c) Comprehensibility of communication
 - (d) All of the above

Q100. Interpersonal communication is the exchange of verbal and non-verbal communication and highly depends upon;

- (a) Understanding the other person's point of view
- (b) Avoiding conflict
- (c) Ensuring the message is received
- (d) Not realizing how other people feel

Q101. Interpersonal communication depends upon;

- (a) Listening skills, speaking skills and the ability to connect with the audience
- (b) Listening and speaking skills only
- (c) Listening skills, communicating skills, speaking skills and the ability to empathise
- (d) Communication skills and being courteous

Q102. Ethics in interpersonal communication include;

- (a) Respecting elders
- (b) I am better because I am more qualified
- (c) Talking while the other person is still speaking
- (d) Sharing factual information with the audience

FORMS OF BUSINESS COMMUNICATION

Q1. Non-verbal communication linked to words is called:

Superlanguage
Slang

Multilanguage
Paralanguage

Q2. Non-verbal Communication may _____ a verbal message:

Reinforce
Both a and b

Contradict
None of the above

Q3. Non-verbal communication is an effective business communication tool as it can be used to give a message when used effectively. Which of the following is an effect of non-verbal communication on business communication?

Helps establish desired atmosphere
Reinforces spoken messages

Provides feedback
All of the above

Q4. Which of the following cannot be treated as a feature of non-verbal communication?

- (a) Do not use words.
- (b) Depends upon the power of observation.
- (c) Does not take place at every level and in all age groups.
- (d) Most of non-verbal communication has no cultural boundaries.

Q5. In non-verbal communication, facial expression may include:

(a) Eye movements
(c) Jaw and skin colours

(b) Nose, lips, mouth
(d) All of the above

Q6. In non-verbal communication, postures refer to:

(a) Facial expression
(c) Personal appearance

(b) Hand movements
(d) Positioning

Q7. In non-verbal communication, sitting up straight indicates:

(a) Relaxation
(c) Alertness

(b) Negativity
(d) Disappointment

Q8. In non-verbal communication, hunched posture refers to:

Alertness
Negativity

Relaxation
Disappointment

Q9. Lounging is a non-verbal posture which indicates:

(a) Alertness
(c) Negativity

(b) Relaxation
(d) Disappointment

Q10. Shrug is a non-verbal communication which refers to:

- (a) Impatient
- (b) Indifference
- (c) Alertness
- (d) All of the above

Q11. Tapping finger on a hard surface indicates:

- (a) Alertness
- (b) Indifference
- (c) Relaxation
- (d) Impatient

Q12. Personal appearance is an important component of non-verbal communication which includes:

- Personal grooming
- Personal clothing
- Personal attractiveness
- All of the above

Q13. In non-verbal communication, personal space may be termed as:

- (a) Circle
- (b) Surrounding
- (c) Bubble
- (d) None of the above

Q14. Which of the following is least likely to be a use of non-verbal communication?

- (a) Helps us communicate the feelings and emotions behind the spoken words.
- (b) Reflects speaker's honesty
- (c) Less impactful than verbal communication.
- (d) None of the above

Q15. Which of the following is least likely to be a feature of oral communication?

- (a) Does not include non-verbal cues
- (b) A critical success factor
- (c) Depends on the receptivity & observation skills of the listener.
- (d) All of the above

Q16. Which of the following is not an advantage of oral communication?

- (a) Spontaneous feedback.
- (b) Needs more time & money.
- (c) Best tool to communicate private and confidential matters.
- (d) Offers high level of transparency.

Q17. Oral communication refers to a situation where individuals converse with each other. It may be a direct face to face communication which may result in the following disadvantage:

- (a) Helps making quick decision
- (b) Efficient team work
- (c) Encourages employees' morale
- (d) Not very much appropriate for legal record

Q18. Which of the following is not a feature of oral communication?

Formal, planned and detailed
Highly flexible

Produces a prompt response
Spontaneous

Q19. Which of the following is not a feature of written communication?

Response comes after lapse of some time.
Rigid
Less personal
Active transfer of information

Q20. Which of the following is form of oral communication?

(a) Face to face communication
(c) Both a & b

(b) Telephonic conversation
(d) None of the above

Q21. An interview is a formal talk that helps the interviewer _____ the interviewee:

Nominate
Defend

Elect
Evaluate

Q22. Interview is a type of face to face communication which has certain specific purposes. Which of the following is a purpose of an interview?

(a) To evaluate employee's job performance.
(b) To communicate company's norms and job requirements.
(c) To select most suitable job candidates.
(d) All of the above

Q23. Which of following is not a valid statement about grapevine?

(a) It is easy to determine the source of the original message communicate through grapevine.
(b) Grapevine messages do not follow formal lines of hierarchy.
(c) It is not controlled by the management.
(d) Grapevine usually serves the self-interests of the people.

Q24. _____ is a process in which at least two parties try to reach a desired outcome:

Communication
Negotiation

Stereotyping
Perception

Q25. Negotiation is a process which involves certain stages. The following are various stages to the negotiation process except:

Definition of ground rules
Bargaining and problem solving

Clarification and justification
None of the above

- Q26. _____ is a negotiation stage which includes agreement on procedures for conducting the negotiation including names of the participants, venue etc:
- (a) Preparation & planning (b) Definition of ground rules
(c) Clarification & justification (d) Bargaining and problem solving
- Q27. _____ includes understanding the nature of conflict and perceptions of the parties to the conflict:
- (a) Closure & agreement (b) Bargaining and problem solving
(c) Definition of ground rules (d) Preparation & planning
- Q28. _____ is a negotiation stage in which each party offers its explanations & rationale for fairness of its position?
- (a) Clarification and justification (b) Bargaining and problem solving
(c) Closure & agreement (d) None of the above
- Q29. _____ is a stage in negotiation in which parties give concession to move towards a mutually acceptable agreement:
- Definition of ground rules Clarification & justification
Bargaining & problem solving Closure & agreement
- Q30. _____ is a stage in negotiation which includes formal agreement and a procedure for its implementation and monitoring:
- (a) Closure and agreement (b) Bargaining & problem solving
(c) Clarification & justification (d) definition of ground rules
- Q31. A meeting is said to be a gathering of two or more people where purposeful discussion takes place on certain matter. As per context, meetings are _____ in nature:
- (a) Formal (b) Informal
(c) Both a & b (d) None of the above
- Q32. _____ clarify the topic under discussion and provide information:
- (a) Problem solving meetings (b) Suggested solution meetings
(c) Informational meetings (d) All of the above
- Q33. _____ find suggested solution to some core issue:
- (a) Informational meetings (b) Suggested solution meeting
(c) Problem solving meetings (d) None of the above
- Q34. The purpose of _____ is to work out some final solution to some problem:
- (a) Informational meetings (b) Suggested solutions meetings
(c) Problem solving meetings (d) None of the above

- Q35. Speeches and presentations are defined as the _____ talk delivered by the speaker through spoken words:
- (a) Informal (b) Formal
(c) Both a & b (d) None of the above
- Q36. Which of the following is least likely a step for delivering a speech and presentation:
- (a) Have clear idea of the purpose.
(b) Have thorough audience analysis.
(c) No need to rehearse before facing audience.
(d) Have a powerful ending
- Q37. Which of the following is least likely a merit of telephone conversation?
- (a) Long distances do not matter anymore.
(b) Rapid feedback can be obtained.
(c) Barriers between persons are removed who are present at remote location.
(d) Long discussions are not possible.
- Q38. Which of the following is a fundamental speaking skill that can differentiate speaking from listening?
- (a) Here are words out of mouth.
(b) Can earn the chance to control thoughts of others.
(c) Get a relief while in a state of wrath.
(d) All of the above
- Q39. _____ is a process in which one party perceives that the other party has negatively affected something that the first party cares about:
- (a) Perception (b) Halo effect
(c) Negotiation (d) Conflict
- Q40. Throughout the history, _____ views have been presented regarding conflict:
- (a) Two (b) Three
(c) Four (d) Five
- Q41. The _____ expresses the belief that conflict is harmful:
- (a) Interactionist view (b) Traditional view
(c) Human relations view (d) Orthodox view
- Q42. The _____ expresses that conflict has a positive force and enhances group performance:
- (a) Interactionist view (b) Traditional view
(c) Human relations view (d) Orthodox view

Q43. The _____ expresses that conflict is a natural and inevitable outcome in any group:

- | | |
|--------------------------|----------------------|
| (a) Interactionist view | (b) Traditional view |
| (c) Human relations view | (d) Orthodox view |

Q44. Functional conflict is _____ in nature:

- | | |
|-----------------|------------------|
| (a) Obstructive | (b) Destructive |
| (c) Both a & b | (d) Constructive |

Q45. Dysfunctional conflict is _____ in nature:

- | | |
|-------------|--------------|
| Obstructive | Destructive |
| Both a & b | Constructive |

Q46. There are _____ widely accepted ways to manage conflict presented by Thomson & Kilman:

- | | |
|------|-------|
| Two | Three |
| Four | Five |

Q47. _____ is a conflict management strategy in which parties involved in conflict try to withdraw or suppress it:

- | | |
|-------------|---------------|
| Competition | Compromise |
| Avoidance | Collaboration |

Q48. _____ is a conflict management strategy in which one party wins and other party loses:

- | | |
|-------------|---------------|
| Competition | Compromise |
| Avoidance | Collaboration |

Q49. _____ is a conflict management strategy in which one party gives in to extend favour to the opponent party:

- | | |
|---------------|-------------|
| Avoidance | Competition |
| Accommodation | Compromise |

Q50. _____ is a conflict management strategy in which both the parties get something by letting go of something:

- | | |
|---------------|-------------|
| Avoidance | Competition |
| Accommodation | Compromise |

Q51. _____ is a conflict management strategy in which both the parties enjoy win-win situation:

- (a) Accommodation
- (b) Compromise
- (c) Collaboration
- (d) Competition

Q52. _____ refers to the discussion among two or more parties for reaching an agreement:

- (a) Arbitration
- (b) Conciliation
- (c) Negotiation
- (d) Mediation

Q53. In _____ a neutral party helps conflicting parties discuss conflicting issues and settle an agreement:

- (a) Arbitration
- (b) Conciliation
- (c) Negotiation
- (d) Mediation

Q54. In _____ an impartial third party performs the role to re-establish or get better the communication between the conflicting parties:

- (a) Arbitration
- (b) Conciliation
- (c) Negotiation
- (d) Mediation

Q55. In _____ is a neutral third party reviews arguments from both conflicting parties and issues a decision to resolve the case:

- (a) Arbitration
- (b) Conciliation
- (c) Consultation
- (d) Mediation

Q56. Which of the following is least likely a principle of preparing and delivering an effective public speech?

- (a) Know about the key purpose
- (b) Know your audience
- (c) Plan, prepare & practice
- (d) None of the above

Q57. Which of the following is a principle of preparing and delivering an effective public speech?

- (a) The question – answer session should be arranged.
- (b) Audience analysis
- (c) Awareness about the objectives.
- (d) All of the above

Q58. The process of sending and receiving messages with the help of displaying information visually is called:

- (a) Visual literacy
- (b) Visual communication
- (c) Written communication
- (d) Oral communication

Q59. The ability to construct meaning from visual images is called:

- (a) Visual communication
- (b) Visual literacy
- (c) Written communication
- (d) Oral communication

Q60. _____ makes use of a set of skills that are meant to interpret the content and purpose of the message being conveyed:

- Visual communication
- Visual literacy
- Verbal communication
- Oral communication

Q61. Visual communication is valid for:

- Written communication
- Oral communication
- Both written and oral communication
- None of the above

Q62. Effective communicators make use of visuals to better present their:

- Views
- Ideas
- Message
- None of the above

Q63. _____ have facilitated businesses to enhance written and oral presentations:

- Charts
- Graphs
- Computers
- Tables

Q64. Which of the following graphic form can easily be created by computers using the available softwares?

- Outline charts
- Tables
- Bar graphs
- All of the above

Q65. Which of the following is least likely to be created by computers using the available softwares?

- Outline charts
- Tables
- Bar graphs
- None of the above

Q66. Which of the following graphic form is least likely to be created by computers using the available software?

- Pie chart
- Line graph
- Area graph
- None of the above

Q67. Which of the following graphic form can easily be created by computers by using the available software?

- (a) Line graph
- (b) Area graph
- (c) Pie chart
- (d) All of the above

Q68. _____ represents a circular graph that is divided into parts to show the proportion in numerical terms:

Area graph
Pie chart

Outline chart
Pictogram

Q69. Area graphs are similar to:

Pictograms
Bar graphs

Line graphs
Outline charts

Q70. The major objective of a _____ is to indicate trends over time:

Pie chart
Line graph

Bar graph
Pictogram

Q71. _____ are best for making comparisons and trends:

Pictograms
Line graphs

Area graphs
Bar graphs

Q72. Maps, drawings, organizational charts, flow charts, photographs are the examples of:

Audio aids
Audio visual aids

Visual aids
None of the above

Q73. Which of the following is least likely to be a guideline for effective visual aid?

The aid should be relevant and must be placed where the related material is being discussed upon.

Visual should be clear and easy to assimilate, moreover colours should also work well together.

Visuals should be large enough so that they can be read anywhere in the room.

None of the above.

Q74. Which of the following is the guideline for effective visual aid?

Spontaneous feedback.

Needs more time & money.

Best tool to communicate private and confidential matters.

All of the above.

Q75. Which of the following is the practical use of visual communication?

(a) Advertising

(b) Promotions

(c) Endorsements

(d) All of the above

Q76. Which of the following is least likely to be the practical use of visual communication?

- (a) Sales promotion (b) Public relations
(c) Product placement (d) ☒ None of the above

Q77. Which of the following is an advantage of visual communication?

- (a) It rises above the language barriers.
(b) It grabs attention.
(c) People tend to remember what they see more than what they hear merely.
(d) ☒ All of the above

Q78. Which of the following is least likely to be an advantage of visual communication?

- Face to face communication Telephonic conversion
Both a & b None of the above

Q79. Which of the following is least likely to be a disadvantage of visual communication?

- It is found imprecise to convey complex ideas to the audiences.
Poorly designed visuals can be extremely detracting.
Making charts and using statistical data can call for enough of your time.
None of the above

Q80. Which of the following is a disadvantage of visual aids?

- To evaluate employee's job performance.
To communicate company's norms and job requirements.
To select most suitable job candidates.
All of the above

Q81. Listening is one of the four important skills on which _____ of the organisational time of individual is spent in listening:

- 11% 12%
32% 45%

Q82. Hearing is:

- (a) Simply the recognition of sounds.
(b) ☒ Conscious attention and proper comprehension of what is spoken.
(c) Storing communication in one's memory.
(d) None of the above.

Q83. Listening is:

- (a) Simply the recognition of sounds.
- (b) Conscious attention and proper comprehension of what is spoken.
- (c) Both a and b
- (d) None of the above.

Q84. Which of the following not a problem of listening:

Hasty conclusion

Monotonous manner of speaking

Self centeredness

Going easy on criticism and arguments.

Q85. In listening, prejudgement is a problem which refers to:

Arriving at conclusion hastily

Listening only to what is of interest

Closing the mind to new ideas

External distractions.

Q86. Most studies agree that listening efficiency is no better than:

75 to 100 percent

50 to 70 percent

10 to 20 percent

25 to 50 percent

Q87. The average speed of a normal speaker is:

Between 80 to 160 words per minute

Between 160 to 240 words per minute

Between 240 to 320 words per minute

Between 320 to 400 words per minute

Q88. Individuals have the capacity to think at the rate of up to:

500 words per minute

600 words per minute

700 words per minute

800 words per minute

Q89. In listening; self centeredness is a problem in which a listener listens only to:

- (a) What does not relate the problem of listener.
- (b) What relates the problem of group.
- (c) What relates to the problem of listener.
- (d) All of the above.

Q90. Which of the following is not a good technique for effective listening:

Put the speaker at ease

(b) Remove distractions

Hold temper

(d) Selective listening.

Q91. A successful business manager should have the ability:

- To communicate with people of diverse backgrounds and experiences
- To communicate with people of same backgrounds and experiences
- To communicate with people of same backgrounds but diverse experiences
- None of the above

Q92. Critical listening is:

- When listener trusts his source and has absolute confidence in the source
- When listener does not trust his source and has no confidence in the source
- When listener tries to understand the speaker's emotions, feelings and needs
- None of the above

Q93. Emphatic listening occurs when the listener:

- Listens in a casual manner
- listens in a highly attentive manner
- Listens to ask questions
- None of the above

Q94. Good listener is one who:

- Avoids listening if subject is not of interests
- Pronesto enter into arguments with the speaker
- Judges contents and ignores delivery error
- Both b and c

Q95. To improve listening, one must:

- Try to arrive at conclusion hastily
- Practice the strategy of prejudgment
- Use gesture and facial expressions to understand and come closer to his speaker
- Both a and b

Q96. Result oriented listeners are focused on:

- (a) Building full picture, collecting and consolidating all relevant information in order to make the right decision.
- (b) The feelings, needs and emotions of the speaker.
- (c) Attaining their objectyives as quickly and effectively as possible.
- (d) None of the above.

Q97. People focused listeners are focused on:

- (a) Building complete picture, collecting all relevant information in order to reach the right decision.
- (b) The feeling, needs and emotions of the speaker.
- (c) Attaining their objectives as quickly and effectively as possible.
- (d) None of the above.

Q98. Information oriented speakers are focused on:

- (a) Building complete picture, collecting all relevant information in order to reach the right decision.
- (b) The feeling, needs and emotions of the speaker.
- (c) Attaining their objectives as quickly and effectively as possible.
- (d) None of the above.

Q99. In the present business environment, listening can be:

- (a) A full time macro level activity.
- (b) A full time micro level activity.
- (c) An all-inclusive activity which can help listener build relationship with other.
- (d) All of the above.

Q100. Which of the following is not a macro level reason?

- (a) Increasing job effectiveness.
- (b) The quality of relationship with others.
- (c) To obtain information to complete a task.
- (d) None of the above.

Q101. Which of the following is not a micro level reason?

- (a) The quality of relationships with others
- (b) To empathise
- (c) To enjoy
- (d) None of the above

Q102. Which of the following is not a benefit of improved listening skills especially to the employer?

- (a) Improved customer satisfaction.
- (b) Greater productivity with fewer mistakes.
- (c) Improved confidence and self-esteem.
- (d) Reduction in conflict and misunderstanding.

Q103. Active listening involves:

- (a) Listening to verbal messages
- (b) Listening to non-verbal messages
- (c) Both a & b
- (d) None of the above

Q104. Which of the following can be technique (s) for active listening?

- Repeating the words mentally as they are being spoken by the speaker.
- Do not complete sentence for the speaker.
- Understanding speaker's point of view.
- All of the above.

Q105. Which of the following is not an effective technique for active listening?

- Put the speaker at ease and show that you are listening.
- Do not empathise with the speaker.
- Do not show personal bias.
- Encourage speakers to talk at the start of the conversation.

Q106. Which of the following should be avoided for empathic listening?

- Be alert to judge the emotion behind the words.
- Don't trivialize the speaker's issue.
- Provide the speaker with undivided attention.
- None of the above.

Q107. Which of the following is a cause of ineffective feedback in listening?

- Confirmation
- Confrontation
- Compliments
- All of the above

Q108. Which of the following is a factor important for effective feedback?

- Criticism
- Interruption
- Confrontation
- Confirmation

Q109. Listening 'out load' refers to:

- Offering non-verbal cues
- Paraphrasing statement
- Affirmation
- All of the above

Q110. A good listener interprets information by:

- Being open minded
- Organizing the data into logical groups
- Suspending value judgments.
- All of the above

Q111. "Sounds like you are stating that this investment will generate huge profit for the company" is an example of:

- Asking questions to clarify points
- Paraphrasing
- Affirmation
- Offering non-verbal cues

Q112. "What you actually mean when you state that ABC company is a lame duck"? is an example of:

Offering non-verbal cues
Affirmation

Paraphrasing
Asking questions to clarify points

Q113. Which of the following is not barrier to effective listening?

A mind bursting with ideas, interests and problems.
Subjectivity.
Complex words and jargon.
Appropriate attention span.

Q114. Which of the following is not a factor responsible for negative listening?

Defensiveness
Withdrawal

Passivity
None of the above

Q115. "Not everyone perceives the sky as blue" is an example of:

(a) Reduced attention span
(c) Varying perspective

(b) Negative reactions
(d) All of the above

Q116. Which of the following is least likely to be a barrier to effective listening?

Emotional state
Negative reactions

Varying perspectives
None of the above

Q117. It has been said that human thoughts develop four times as quickly as speech, therefore it means that

While we are listening we are also able to think about what we are hearing

While we are listening, we are also able to not only hear and see but also properly understand

While we are listening, we are also able to not only see and hear, we are also able to understand and interpret it along with formulating adequate thought on providing feedback.

While we are listening, we are also able to not only see and hear, we are also able to understand and give adequate thought to providing feedback

Q118. During a presentation Mr. Asad was asked by his audience to elaborate one his points with an example for better understanding. This is an example of

Verbal cues
Both of the above

Non-verbal cues
None of the above

- Q119. Reflection is a process by which the speaker is able to understand the extent of the audience's understanding of the message being delivered. It can be done through
- Paraphrasing
 - Paraphrasing and restating
 - Paraphrasing and asking questions
 - Asking questions and restating
- Q120. Unlike verbal communication, non-verbal communication has no boundaries. However, the interpretation of certain expressions and cues varies as per
- The norms and culture of society
 - The individual's perception
 - The background and education of the interpreter
 - The values of society
- Q121. Body posture refers to the way a person sits or stands. It denotes about a person;
- Their current mood and state of mind
 - Their current mood and personality
 - Their current mood and attitude
 - Their current state of mind and attitude
- Q122. During a group presentation, Sarah was constantly blinking her eyebrows. This means that she was
- Nervous
 - Angry
 - Confident
 - Alarmed
- Q123. For celebrities and famous business tycoons, public identity is highly important. In maintaining one's public identity, one should ensure that
- (a) Personality is appropriate
 - (b) Personal grooming, style and clothing that forms the physical appearance is attractive
 - (c) There is an appropriate usage of body language and hand gestures
 - (d) Being attractive is important
- Q124. Listening with rapt attention and intrigue is denoted by which of the following posture and /or gesture;
- (a) Yawning
 - (b) Slouching
 - (c) Sitting upright
 - (d) Being focused
- Q125. In any communication, be it formal or informal, the most important person is
- (a) The person who sent the message
 - (b) The person who received the message
 - (c) The person who reads the message
 - (d) The person for whom the message is intended reads the message
- Q126. While constructing a written message, the sender is required to consider;
- (a) The critical nature of the reader
 - (b) Keep in mind what you are trying to say.
 - (c) Critically evaluate the appropriate usage of words and the aim of the message as well as the content of the message
 - (d) Clarity and objectivity of the message.

Q127. Miss Minahil just received a letter from Kick Limited validating the amount of Rs. 3,000 as per her complaint dated 11 October, 2015. Identify the type of letter received from Kick Limited;

Complaint letter
Inquiry letter

Adjustment letter
Follow-up letter

Q128. Sarah has been asked by her manager to make a presentation that will 'wow' the audience. This being her first task since getting inducted is required to be impressive to make a good impression on her fellow colleagues. Advise which of the following rules are essential for Sarah to follow while making her presentation;

Do not stick to one particular type of visual technique
The use of visual aid should be relevant to the content of the message
Avoid the usage of bold colors
Visuals should be easily comprehensible

Options (i) and (ii)
Option (i), (ii) and (iii)

Options (iii) and (iv)
All of the above

Q129. Identify the correct difference between oral and written communication;

Oral communication is formal	Written communication is less formal
Oral communication is not formal	Written communication is planned and detailed
Oral communication is neither formal or informal	Written communication is formal
Oral communication is less formal	Written communication is formal

Q130. A formal talk between two people is known as an interview. An interview can serve as

- (a) An evaluation of the potential job candidate
- (b) A communication by management of the norms and culture of the organization
- (c) As a way of gaining an insight into a particular problem
- (d) All of the above

Q131. Informal communication becomes more credible than formal communication under which of the following circumstances;

- (a) When formal communication is slow
- (b) When employees have a strong bond amongst themselves
- (c) When employees are under a sense of uncertainty and insecurity
- (d) When the organization has a tall hierarchical structure

Q132. Negotiation is a process by which two parties are required to reach a desired outcome with the help of the involvement of the other party. Identify the correct order of the negotiation process;

- (i) Agreeing the procedures for conducting the negotiation
- (ii) Preparation and planning
- (iii) The parties yield from their initial position to move towards a consensus
- (iv) Closure and agreement
- (v) Offering clarifications, explanations and justifications

(i), (iii), (v), (iv), (ii)
(ii), (i), (v), (iii), (iv)

(ii), (i), (v), (iv), (iii)
(ii), (iii), (i), (v), (iv)

Q133. Meetings are informal gatherings of two or more people that can be formal or informal. Identify which of the options most closely resembles informational meetings;

A conference on Islamic banking and finance

A board meeting

An exhibition

A public lecture on the importance of paying taxes

Q134. Mr. Ali remarked that Mr. Saad's presentation was too focused on delivering the presentation and was not at all interactive. This classifies Mr. Saad as

Result-oriented

Information-oriented

People-focused

None of the above

Q135. One of the important criteria set for passing the presentation and skills course was whether the employees demonstrated active listening. The business will benefit from improved listening skills of its employees by

(a) Having a lower productivity level

(b) Mediocre customer satisfaction

(c) Lower misunderstandings and improved confidence

(d) Low self-esteem

Q136. When listening with the objective of improving the understanding of the speaker's message by comprehending the speaker's emotions, feelings, needs and wants, one should

(a) Try to be patient and maintain silence

(b) Being unsupportive

(c) Trivialize the speaker's issue

(d) Multi-task

WRITTEN BUSINESS MESSAGES

Q1. Claim letters are written by:

- (a) The company announcing the acceptance of the customer's claim
- (b) The company for the collection of the overdue amount
- (c) The suppliers claiming the payments of raw material
- (d) The customers to some company requesting for some kind of adjustment

Q2. Adjustment letter is written by:

- (a) The company announcing the adjustment of customer's claim
- (b) The customers requesting the adjustment of claim
- (c) The suppliers requesting for payment of supplied raw material
- (d) None of the above

Q3. Covering letter or transmittal is a letter:

- (a) Which covers or outlines the policies and rules of the organization
- (b) Which gives the history of the organization
- (c) Which provides a cover to organization against adverse decisions regarding levy of taxes
- (d) Which introduces a second document such as proposal or report etc.

Q4. In bad news letter, buffer statement:

- (a) Conveys bad news
- (b) Reduces the effect of a bad news
- (c) Increases the effect of a bad news
- (d) Briefly describes the concept of the buffer state

Q5. In business, sales letters are written by:

- | | |
|-----------------------------|-------------------|
| (a) Customers | (b) Suppliers |
| (c) Government institutions | (d) Organizations |

Q6. AIDA plan is very effective to prepare:

- | | |
|--------------------|------------------------|
| (a) Bad news | (b) Good news |
| (c) Direct request | (d) Persuasive request |

Q7. Inquiry letters are also called:

- | | |
|-------------------------|-------------------|
| (a) Credit letters | (b) Order letters |
| (c) Information letters | (d) Claim letters |

Q8. Actually an order letter is a contract of:

- | | |
|--------------|-----------------------|
| (a) Business | (b) Deal |
| (c) Purchase | (d) Purchase and sale |

Q9. Claim letters are also termed as:

- | | |
|---------------------|------------------------|
| (a) Problem letters | (b) Adjustment letters |
| (c) Credit letters | (d) Order letters |

Q10. If the goods supplied by a seller are defective or not in accordance with the order, the customers will write a:

- | | |
|---------------------------|------------------|
| (a) Letter of application | (b) Claim letter |
| (c) Credit letter | (d) Order letter |

Q11. The letters written in reply to claim letters are called:

- | | |
|-----------------------------|------------------------|
| (a) Sales letters | (b) Credit letters |
| (c) Sales promotion letters | (d) Adjustment letters |

Q12. There are _____ types of credit letters:

- | | |
|----------|-----------|
| (a) Two | (b) Three |
| (c) Four | (d) Five |

Q13. The letters written to a customer when he fails to pay within specified period of time, are called:

- | | |
|--------------------|------------------------|
| (a) Credit letters | (b) Collection letters |
| (c) Claim letters | (d) None of the above |

Q14. The letters which are written to the customers to persuade and prompt to buy the products are called:

- | | |
|-------------------|----------------------------|
| (a) Order letters | (b) Information letters |
| (c) Sales letters | (d) Letters of application |

Q15. The letters in which writers merely induce the readers to buy are called:

- | | |
|-----------------------------|-----------------------|
| (a) Information letters | (b) Sales letters |
| (c) Sales promotion letters | (d) None of the above |

Q16. Which of the following is a key element (s) of written business messages?

- | | |
|-----------------|----------------------|
| (a) The writer | (b) The receiver |
| (c) The message | (d) All of the above |

Q17. In business communication, audit trail refers to:

- (a) Conversion of mental ideas in the form of understandable symbols.
- (b) Documentary evidence of a sequence of events including details of those events.
- (c) Understanding of encoded symbols
- (d) None of the above

Q18. Sales letters are sent by:

- (a) Customer to an organization to order goods or services.
- (b) An individual or organization to promote the effectiveness of the previous correspondence.
- (c) A customer to an organization to complain about a product or a service.
- (d) An organization to potential customers to motivate them into ordering goods or services.

Q19. Follow up letters are sent by:

- (a) An individual or organization to promote the effectiveness of the previous correspondence.
- (b) A customer to an organization to complain about a product or a service.
- (c) An organization to potential customers to motivate them into ordering goods or service.
- (d) None of the above

Q20. Reference letters are sent:

- (a) By an employee who wishes to leave his job.
- (b) By the organizations to let others know that they have received a communication and they will deal it in due course of time.
- (c) As an accompaniment with some document such as a report, proposal or resume.
- (d) By a previous employer or an individual to support some kind of application for job or bank funding etc.

Q21. Acknowledgement letters are sent:

- (a) By an employee who wishes to leave his job.
- (b) By the organization to let others know that they have received a communication and they will deal it in due course of time.
- (c) By a previous employer to support some kind of application for job etc.
- (d) None of the above

Q22. Letters of resignation are sent:

- (a) By an employee who wishes to leave his job.
- (b) To share the same information with a large audience.
- (c) By an organization to refuse the claim of the customers.
- (d) None of the above

Q23. Circular letters are sent:

- (a) By an employee who wishes to leave his job.
- (b) To share the same information with a large audience.
- (c) By an organization to refuse the claim of the customer.
- (d) None of the above

Q24. KISS (keep it simple, stupid) aims at:

- (a) Introducing complexity and special words and phrases
- (b) Promoting the use of electronic communication in business transactions.
- (c) Avoiding all unnecessary complexity in business communication.
- (d) All of the above

Q25. Which of the following is least likely to be a technique for adopting KISS model?

- (a) Be definite
- (b) Use short paragraphs
- (c) Leave out unnecessary words
- (d) Use passive voice

Q26. In order to prepare a specific and definite message, a business communicator should use the following word or phrase:

- (a) "Very exciting"
- (b) "Huge response"
- (c) "As soon as possible"
- (d) "Precise"

Q27. In all effective business message, the appropriate length of the sentence should be between:

- (a) 15 to 20 words
- (b) 20 to 25 words
- (c) 25 to 30 words
- (d) 30 to 35 words

Q28. Which of the following is least likely to be an example of one word substitution?

- (a) Subsequent to
- (b) I enclose
- (c) Increase the effectiveness of
- (d) None of the above

Q29. Which of the following is an example of overbearing vocabulary?

- (a) Repay
- (b) Aggregate
- (c) Shop
- (c) Break

Q30. Which of the following will least likely make a message original?

- (a) Use of clichés should be promoted
- (b) Use of jargon should be avoided
- (c) Use of colloquial language should be avoided.
- (d) Use of personal pronouns should be promoted.

- Q31.** Which of the following rules should not be avoided for effective proof reading?
- (a) Before proofreading, the writer should take a break after the completion of the first draft.
 - (b) A colleague may be requested to review the message.
 - (c) On computers, the spelling and grammar checkers should be used.
 - (d) All of the following potential problems should be proof read simultaneously:
 - (i) Long words & sentences
 - (ii) Layout and structure
 - (iii) Spelling, grammar and punctuation
 - (iv) Sense and logic
- Q32.** Which of the following strategy is required to enhance persuasion of a business message?
- (a) Sincerity and tact
 - (b) Avoiding the abstract
 - (c) Using the "You" approach
 - (d) All of the above
- Q33.** In persuasive business messages, sincerity and tact make it possible to communicate an adverse news without causing offence. In practical business environment, seasoned writers communicate negative messages:
- (a) Directly
 - (b) Straightforwardly
 - (c) Indirectly
 - (d) None of the above
- Q34.** "Big you, little me" involves adopting "you approach". Which of the following steps should be followed to ensure this approach in business messages?
- (a) Find out as much as possible about the reader.
 - (b) Imagine having a conversation with the reader.
 - (c) Use personal pronouns like "you" and "yours" etc.
 - (d) All of the above
- Q35.** Mr. Ali wants his employees to improve their communication with clients. They are required to be effective and professional in their writing, suggest which of the following techniques should be communicated by Ali to achieve the purpose required;
- (i) Use passive voice
 - (ii) Use long sentences but short paragraphs
 - (iii) Use complex words
 - (iv) Be succinct
- (a) (i), (ii) and (iv)
 - (b) (i), (ii) and (iii)
 - (c) (iv) only
 - (d) None of the above

- Q36. As per Mr. Ali's requirement, being definite in writing entails the employees to:
- (a) Use "very" or "highly" to emphasize words
 - (b) Use phrases such as rarely, mainly and fairly
 - (c) Be precise
 - (d) Be vague
- Q37. Mr. Ali is carrying out an appraisal activity of his employees to ensure whether they are following the advice given to them, the key criteria for checking the use of short paragraphs is
- (a) One main point one paragraph, using transitions and using simple words
 - (b) One main idea per paragraph stated in the first sentence while also using transitions
 - (c) Using transitions, the first line stating the main idea while the rest expanding the concept
 - (d) Using transitions and coherent language
- Q38. To make sentences friendlier, the use of passive verbs is discouraged, which of the following sentences highlights the point written above
- (a) The report arrived on time
 - (b) The report got delivered
 - (c) The report was delivered on time
 - (d) The report got delivered on time
- Q39. Unnecessary words dilute the meaning of the message. Which of the following examples make communication more effective;
- (a) Using 'legible' rather than 'clear'
 - (b) Using 'subsequent to' rather than 'after'
 - (c) Saying 'I enclose' rather than 'Please find enclosed.'
 - (d) Saying 'with reference to' rather than 'about'
- Q40. In communicating with customers, it is a requirement to make the writing personal to the customer and as such the use of clichés is highly discouraged. Which of the following is not an example of a cliché
- a) Herewith please find attached the enclosed financial statements as per your request dated 3 October 2015
 - b) I hereby acknowledge that I will follow the required rules and regulations as per order no. 78
 - c) In respect of the above stated regulation, I hereby state I cannot follow through with your request
 - d) Please find the enclosed statement for your appraisal.
- Q41. The annual report is required to be as user friendly as possible so that it is understood by investors with a non-financial background. Thus, the use of which of the following jargons would be highly impermissible
- (a) Net profit
 - (b) Profit-oriented
 - (c) Profit-making
 - (d) Capital

- Q42.** Incorporating a positive tone in statements being sent to customers entails the following advantages;
- (a) Less likely to be misinterpreted
 - (b) Message understood effortlessly
 - (c) A higher chance of a positive response
 - (d) All of the above
- Q43.** Often in order to keep to the time and meet deadlines, correspondence with clients is sent with some typographical errors. Proof reading is essential to reduce such errors and increase the understanding of the message. Which of the following steps should be adopted;
- (a) Use a spell checker
 - (b) Ask another employee to proof read the message
 - (c) Re-read the document while keeping in mind the sense and logic
 - (d) All of the above
- Q44.** In order to convey negative information to the reader, one is required to be;
- (a) Direct
 - (b) Indirect and insensitive
 - (c) Tactful and sincere
 - (d) Insincere and indirect
- Q45.** In order to make the communication concrete and impactful as well as impressive, writers need to be less abstract. To reduce abstraction one should;
- (a) Give examples
 - (b) Use concrete phrases
 - (c) Both of the above
 - (d) None of the above
- Q46.** Communication that contains spelling mistakes, has a poor and illogical layout and weak grammar creates what kind of an impression;
- (a) A careless person
 - (b) A perfectionist
 - (c) A considerate person
 - (d) A thoughtful person
- Q47.** Use of colloquialisms not only makes the writing un-business like but also, has higher chances of the meaning behind the message being misunderstood. Which of the following is not an example of colloquialism
- (a) Sit on the fence
 - (b) All things are good
 - (c) Water under the bridge
 - (d) Brush under the carpet
- Q48.** Having a warm and friendly tone denotes a positive attitude and a higher level of acceptance of the message by the receiver. Which of the following makes correspondence more acceptable;
- (a) Using 'as per the company's rules and regulations' instead of 'as per our rules and regulations'
 - (b) Using 'subsequently to departure' rather than 'after you have left'
 - (c) Using 'it is our recommendation' rather than 'the company's recommendation'
 - (d) Using 'it has been decided that' instead of 'we have decided that'

- Q49.** Whether communication is to communicate something good or bad, it should always
- (a) End with a neutral statement
 - (b) End with a fact whether positive or negative
 - (c) End with a positive statement
 - (d) End with a negative statement
- Q50.** In business communication, the usage of capital letters should be limited to
- (a) Bullet points
 - (b) A common thing or person
 - (c) An identifiable person or thing
 - (d) None of the above
- Q51.** Proof-reading can take the form of which of the following;
- (i) Taking care of spelling
 - (ii) Having a logical structure
 - (iii) Using long paragraphs
 - (iv) Following a logical layout
- (a) (i) and (ii)
 - (b) (i), (ii) and (iv)
 - (c) All of the above
 - (d) None of the above
- Q52.** While delivering negative news, in order for the news to be more reasonable and digestible, the following steps should be followed;
- (a) Use a buffer, state the opinion, explain the opinion more clearly, explain available alternative and end on a positive note
 - (b) Use a buffer, explain the criticism, explain any available possible alternatives and end on a positive note
 - (c) Use a buffer, explain the situation and end positively
 - (d) State the opinion, explain the situation and end on a positive note
- Q53.** The 'you approach' involves the reader with the chance of achieving a favourable response. It entails
- (a) Using a buffer at the start of communication
 - (b) Using an appropriate tone
 - (c) Keeping the message complex
 - (d) Using complex language
- Q54.** While adopting a 'you approach' one of the essentials is to visualize having a conversation with the reader, which requires the sender to use:
- (a) Use an inappropriate tone
 - (b) Keep the message complex
 - (c) Anticipate the reader's response
 - (d) Avoid their likely concerns

LETTERS AND CIRCULARS

- Q1.** In direct plan of letter writing, main idea is:
- (a) Excluded (b) Given in the beginning of the letter
- (c) Not given in the beginning of the letter (d) None of above
- Q2.** In indirect plan of letter writing, main idea is:
- (a) Excluded (b) Not given in the beginning of the letter
- (c) Given in the beginning of the letter (d) None of the above
- Q3.** In bad news letters, subject line is usually:
- (a) Written (b) Neutralized
- (c) Communicated orally (d) Both (a) and (c)
- Q4.** Standard letters are types of letter in which:
- (a) Senders maintain very high standards of business writing
- (b) Senders leave gaps in which suitable wording chosen will fit all the intended circumstances
- (c) Customers communicate their claims to the organisations.
- (d) None of the above
- Q5.** Job letters are famously known as
- (a) Proposal (b) Cover letter to resume
- (c) Job appraisal report (d) Progress letters
- Q6.** As circular letter are sent to a large number of receivers, they are usually prepared:
- (a) Without inside address (b) Without letterhead
- (c) Without salutation (d) Without complimentary close
- Q7.** The distinguishing characteristic of a circular letter prepared by a business organisation for issuance to its customers is
- (a) It carries the same message to a large number of recipients and is issued at the same time.
- (b) It carries different messages to a large number of recipients and is issued on different occasions
- (c) Both of the above situations
- (d) None of the above
- Q8.** Most of the circular letters prepared by business organisation are:
- (a) Written in direct request plan. (b) Written in persuasive style
- (c) Written in modern style (d) None of the above

Q9. The circular should contain:

- | | |
|---------------------------------------|------------------------------------|
| (a) Business reports | (b) Very detailed or complex ideas |
| (c) Simple and straight forward ideas | (d) All of the above |

Q10. Resume also known as bio-data or curriculum vitae is sent by:

- | | |
|---|---|
| (a) Customer to organisations | (b) Organisations to customers |
| (c) Prospective employers to candidates | (d) Candidates to prospective employers |

Q11. Resume contains details about:

- (a) Organisation history and work mechanism
- (b) Financial position of the debtor
- (c) Education, qualifications and relevant work experience of the applicant
- (d) All of the above

Q12. A resume, if it covers much material, could be called:

- | | |
|-------------------------|----------------------------|
| (a) The rifle approach | (b) The short gun approach |
| (c) The pistol approach | (d) The revolver approach |

Q13. A resume cover letter, which focuses on precise point, could be called:

- | | |
|---------------------------|----------------------------|
| (a) The rifle approach | (b) The short gun approach |
| (c) The revolver approach | (d) The pistol approach |

Q14. Persuasive solicited sales letters refer to the situation in which:

- (a) The organisation is invited to respond to sales messages
- (b) The organisation sends out an uninvited messages to sell a product or service
- (c) Both a and b
- (d) None of the above

Q15. Persuasive unsolicited sales letters refer to the situation in which

- (a) The organisation is invited to respond to sales messages
- (b) The organisation sends out an uninvited message to sell a product or service
- (c) Both a and b
- (d) None of the above

Q16. In a business letter, the letter head is:

- (a) Address of the receiver
- (b) Address of the sender
- (c) Address of the both sender and receiver
- (d) None of the above

Q17. The inside address is the address of:

- (a) The receiver of the letter
- (b) The sender of the letter
- (c) Both sender and receiver of the letter
- (d) None of the above

Q18. The salutation in a letter is:

- (a) Good bye to the receiver by the sender
- (b) Using derogatory words by the sender
- (c) The main message of the letter
- (d) The complimentary greetings by the sender

Q19. The complimentary close in the letter is:

- (a) Greetings by the sender
- (b) Using derogatory words by the sender
- (c) The end of the letter
- (d) None of the above

Q20. In business letter, subject line refers to:

- (a) The sender's address
- (b) The receiver's address
- (c) The crux of the body of the letter
- (d) None of the above

Q21. In business letters direct plan is used to communicate:

- (a) Bad news
- (b) Persuasive request
- (c) Good news
- (d) None of the above

Q22. In business letters indirect plan is used to communicate:

- (a) Good news
- (b) Direct e request
- (c) Bad news
- (d) None of the above

Q23. In a chronological format resume job by job work history is listed:

- (a) In a date wise order
- (b) By emphasizing on the candidate's work skills, capabilities and achievements
- (c) By combining the date wise work experience and emphasis on candidate's work skills
- (d) None of the above

Q24. In a functional resume job by job work history is listed:

- (a) By emphasizing on the candidate's work skills and capabilities
- (b) In a date wise order
- (c) By combining the date wise work experience and emphasis on candidate's, work skills
- (d) None of the above

Q25. Letter of application is in fact, a:

- (a) Claim letter
- (b) Information letter
- (c) Sales production letter
- (d) Sales letter

Q26. Essential and Non-essential are the parts of:

- | | |
|------------------|-----------------|
| (a) Report | (b) Letter |
| (c) Both a and b | (d) Application |

Q27. A letter is generally made up of seven:

- | | |
|-------------------------|-----------------------|
| (a) Parts | (b) Essential parts |
| (c) Non-essential parts | (d) None of the above |

Q28. The essential parts of a letter should be:

- | | |
|------------------------------------|------------------------------------|
| (a) Arranged logically | (b) Arranged in an ascending order |
| (c) Arranged in a descending order | (d) Arranged in a proper sequence |

Q29. The fourth essential part of a letter is:

- | | |
|----------------------------|-----------------------------|
| (a) The receiver's address | (b) The salutation |
| (c) The message | (d) The complimentary close |

Q30. The seventh essential part of a letter is:

- | | |
|--------------------|-----------------------------|
| (a) The salutation | (b) The message |
| (c) The signature | (d) The complimentary close |

Q31. The second essential part of a letter is:

- | | |
|-----------------------------|-----------------------|
| (a) Salutation | (b) The body |
| (c) The complimentary close | (d) None of the above |

Q32. The fifth essential part of a letter is:

- | | |
|-----------------------------|-----------------------|
| (a) Salutation | (b) The body |
| (c) The complimentary close | (d) None of the above |

Q33. The first essential part of a letter is:

- | | |
|------------------------|-----------------------|
| (a) The date | (b) Encoder's address |
| (c) Receiver's address | (d) The body |

Q34. The second essential part of a letter is:

- | | |
|--------------|------------------------|
| (a) The date | (b) Encoder's address |
| (c) The body | (d) Receiver's address |

Q35. The third essential part of a letter is:

- | | |
|-----------------------|-----------------------------|
| (a) Encoder's address | (b) The date |
| (c) Decoder's address | (d) The complimentary close |

- Q36. Which of the following is not an appropriate style of writing date in a letter?
- (a) 6th September 2013 (b) September 6, 2010
(c) 6 - - 09 - - 2013 (d) All of the above
- Q37. The style of writing date in figures in a business letter is:
- (a) Appreciable (b) Highly appreciable
(c) Not appreciable (d) Accepted
- Q38. The name and address of the person or group of persons to whom the letter is addressed is called:
- (a) Encoder's address (b) Decoder's address
(c) The salutation (d) None of the above
- Q39. The proper form of the salutation used in a formal business letter is:
- (a) Dear Ali, (b) Dear Mr. Ali,
(c) Mr. Ali, (d) All of the above
- Q40. When letter is addressed to a business title like the Manager, the correct salutation is:
- (a) Dear manager (b) Manager
(c) Dear sir/madam, (d) All of the above
- Q41. The body of a letter begins:
- (a) Without space below the salutation (b) Two spaces below the salutation
(c) Three spaces below the salutation (d) Four spaces below the salutation
- Q42. The body of the letter should not be closed with:
- (a) A negative expression (b) A participle expression
(c) A positive expression (d) None of the above
- Q43. The tone of the complimentary close should match with that of:
- (a) The body (b) The message
(c) Two heading (d) The salutation
- Q44. The complimentary close marks the:
- (a) Beginning of the letter (b) Centre of the letter
(c) End of the letter (d) None of the above
- Q45. For ordinary business correspondence, the suitable complimentary close with Sir, or Madam is:
- (a) Yours faithfully, (b) Affectionately yours,
(c) Very truly yours, (d) Yours affectionately,

- Q46. The signature in a letter is placed just:
- (a) Above the complimentary close (b) Below the complimentary close
- (c) Below the message (d) None of the above
- Q47. Subject line is _____ part of a business letter:
- (a) An essential (b) The non-essential
- (c) An important (d) An integral
- Q48. The line placed two spaces above the salutation in a letter is called:
- (a) Reference line (b) Attention line
- (c) Subject line (d) Identification line
- Q49. In the full block style of letter writing, all the parts of a letter begin:
- (a) At the right margin (b) At the left margin
- (c) With capital letter (d) With lower cases
- Q50. Open punctuation style is used in writing a:
- (a) Semi – block letter (b) Full block letter
- (c) Business letter (d) Formal letter
- Q51. In business letter, letter reference is?
- (a) The address of the sender.
- (b) The address of the receiver.
- (c) Organization's logo and name in the header.
- (d) Reference number to identify the letter.
- Q52. Which of the following represents appropriate link between salutation and sign – off?
- (a) Dear Mr Ali : Your faithfully (b) Dear Sir : Kind regard
- (c) Dear Ali : Your sincerely (d) Dear Sir : Your faithfully
- Q53. Which of the following is an appropriate way of giving receiver's name and address?
- (a) Use the receiver's job title.
- (b) Use receiver's name.
- (c) Confine the receiver's address to three or maximum four lines.
- (d) All of the above
- Q54. While addressing men in inside address, the formal & proper way is:
- (a) Mr + 'Surname + First Name (b) Surname + first name
- (c) Mr + First name + Surname (d) All of the above

Q55. While addressing women in inside address, the formal way is:

- (a) Mrs / Miss / Ms + Surname + first name.
- (b) Mrs / Miss / Ms + first name + surname
- (c) Surname + first name.
- (d) All of the above.

Q56. The formal letters, where the sender knows the name of the recipient use:

- (a) Dear + forename
- (b) Dear + forename + surname
- (c) Dear + surname
- (d) All of the above

Q57. Which of the following rule is inappropriate for subject line in a formal letter?

- (a) Be in bold if possible
- (b) Should not be a complete sentence
- (c) Should be underlined
- (d) None of the above

Q58. Which of the following is an inappropriate style of managing body of the letter?

- (a) Use either justified text or left aligned
- (b) Index the first sentence of each paragraph.
- (c) Write numbers 10 upwards in numerals
- (d) Write numbers one to nine in words.

Q59. Which of the following is an inappropriate sign off for "Dear Sir" salutation?

- (a) Yours sincerely
- (b) Yours faithfully
- (c) Kind regards
- (d) Yours truly

Q60. Which of the following is an appropriate salutation for "Kind regard" sign off?

- (a) Dear Mr Ali.
- (b) Dear Ali (full name of recipient is Ali Raza).
- (c) Dear Mr Raza (full name of recipient is Ali Raza).
- (d) None of the above

Q61. In formal letters, enclosure reference includes:

- (a) The address of the sender.
- (b) The inside address.
- (c) List of anything else that is included with the letter.
- (d) Any statement which the sender has forgotten to include in the body of the letter.

Q62. Which of the following steps are important to constructing a persuasive letter or circular:

- (a) Identify the problem, purpose and audience.
- (b) Decide what you want to say.
- (c) Making an outline and structure of the letter.
- (d) All of the above

- Q63. Identifying the problem, purpose and audience, deciding what you want to say, making an outline and structuring and writing your letter are the steps which provide a logical and thorough approach to construct a:
- (a) Sales letter (b) Persuasive business letter
(c) Complaint letter (d) Adjustment letter
- Q64. Why are you writing a persuasive business letter or what is the objective of the message, will be written in :
- (a) Salutation (b) Subject
(c) Body text (d) Close
- Q65. Body text of a persuasive business letter will include:
- (a) To share information (b) To give advice
(c) To seek agreement on something (d) All of the above
- Q66. A _____ represents a request for further information:
- (a) Letter of enquiry (b) Follow up letters
(c) Circulars (d) Covering letters
- Q67. Where will you explain the general background to your enquiry so that the reader is clear what the letter is about:
- (a) Opening paragraph (b) Body
(c) Close (d) Subject
- Q68. In a letter of enquiry where will you provide specific details about the enquiry and list your questions in a logical order?
- (a) Opening paragraphs (b) Body
(c) Close (d) Subject
- Q69. In a letter of enquiry where will you state clearly what the reader should do and exactly when by?
- (a) Subject (b) Opening paragraph
(c) Body (d) Close
- Q70. _____ are sent to promote or monitor a previous communication:
- (a) Letter of enquiry (b) Follow up letters
(c) Circulars (d) Covering letters
- Q71. _____ can also be used to get feedback on a schedule, requirements or effectiveness of some kind of activity or service:
- (a) Letters of enquiry (b) Follow up letters
(c) Circulars (d) All of the above

- Q72.** A follow up letter is similar to a _____ in that fundamentally it is still a request for further information:
- (a) Letter of enquiry (b) Circular
(c) Covering letter (d) None of the above
- Q73.** The difference between a _____ and a letter of enquiry is that despite the previous correspondence or activity you have still not received all the information you need:
- (a) Follow up letter (b) Circular
(c) Covering letter (d) None of the above
- Q74.** With business communication it never benefits the sender to send:
- (a) Follow up letter (b) A letter of enquiry
(c) An angry letter (d) A circular
- Q75.** With business communication one should be careful not to:
- (a) Be too demanding (b) Use negative sounding words
(c) Blame the reader (d) All of the above
- Q76.** At our meeting on 16 August 20xx you agreed to provide me with the official company report. We have not yet received this. Please let us have the necessary information by 3 September 20xx. This will ensure you will be able to meet the deadline comfortably and avoid increasing late filing penalties. This is an extract from a:
- (a) Letter of enquiry (b) Follow up letter
(c) Circular (d) Covering letter
- Q77.** The letter which provides same information to a large group of people is called:
- (a) A letter of enquiry (b) A follow up letter
(c) A circular letter (d) A covering letter
- Q78.** _____ should get straight to the point and not bury news amongst lots of other points which would run the risk of readers losing interest and missing the main points:
- (a) Letters of enquiry (b) Follow up letters
(c) Circular letters (d) Covering letters
- Q79.** A letter sent with and explaining the contents of another document or a consignment of goods is called:
- (a) Letter of enquiry (b) Follow up letter
(c) Circular letter (d) Covering letter

Q80. _____ provides an overview of a person's experience and other qualification:

- | | |
|-------------------------|------------------------|
| (a) A covering letter | (b) A follow up letter |
| (c) A letter of enquiry | (d) Curriculum vitae |

Q81. Describing the directors and key management as part of a business plan, in this instance the _____ will be included as appendices to the main business plan:

- | | |
|-----------------------|----------------------|
| (a) Follow up letters | (b) Circular letters |
| (c) Covering letters | (d) CVs |

Q82. _____ are used in marketing material to demonstrate the credibility of staff to customers:

- | | |
|-----------------------|----------------------|
| (a) Follow up letters | (b) Circular letters |
| (c) Covering letters | (d) CVs |

Q83. The objective of _____ for a job applicant is to secure an invitation to attend an interview:

- | | |
|-------------------------|------------------------|
| (a) A letter of enquiry | (b) A follow up letter |
| (c) A curriculum vitae | (d) A cover letter |

Q84. The most effective CVs are:

- | | |
|--------------|-----------------------|
| (a) Detailed | (b) Brief |
| (c) Lengthy | (d) None of the above |

Q85. 'Best practice' tips for preparing a CV include:

- (a) Avoid using the "I" pronoun .
- (b) Use action verbs to list the applicants special skills and achievements.
- (c) Use easy to read style without a structured presentation.
- (d) All of the above

Q86. How many formats of CVs are most commonly used:

- | | |
|----------|-----------|
| (a) Two | (b) Three |
| (c) Four | (d) Five |

Q87. _____ CVs are well suited to applicants who have a solid employment history with reputable organizations:

- | | |
|----------------------|-----------------------|
| (a) Functional | (b) Chronological |
| (c) Both (a) and (b) | (d) None of the above |

Q88. The CVs which list work history job by job starting with the most recent position first are called:

- | | |
|--------------------|----------------------|
| (a) Functional | (b) Chronological |
| (c) Non Functional | (d) All of the above |

Q89. The CVs which emphasize the candidate's work skills, capabilities and achievements by presenting them immediately after the name and address of the applicant are called:

- (a) Resume
- (b) CV
- (c) Functional CVs
- (d) Chronological CVs

Q90. In a _____ CV the previous work history and qualifications are presented in the subsequent sections:

- (a) Functional
- (b) Chronological
- (c) Resume
- (d) All of the above

Q91. Candidates who have frequently changed jobs or have gaps in their employments record prefer:

- (a) Chronological CVs
- (b) Functional CVs
- (c) Chorological resumes
- (d) None of the above

Q92. _____ CVs place stress on the applicant's special technical skills, competencies and achievements that match closely with the specific requirements of the position for which the candidate is applying:

- (a) Resume
- (b) Chronological
- (c) Functional
- (d) Non functional

Q93. The candidate having a solid record of career growth and progression uses:

- (a) Resume
- (b) CV
- (c) Chronological CV
- (d) Functional CV

Q94. Before the widespread use of computers in business _____ used to be informally written paper based message exchanged between colleagues within an organization:

- (a) Follow up letter
- (b) Cover letter
- (c) Memos
- (d) All of the above

Q95. In most organizations now the channel of communication has moved from:

- (a) Upto down
- (b) Down to up
- (c) Paper to email
- (d) Email to paper

Q96. A memo can be used:

- (a) To provide a written record of instructions, directions and responsibilities.
- (b) To confirm oral discussions.
- (c) To report progress.
- (d) All of the above

Q97. A memorandum is used to:

- (a) Thank several people for their assistance.
- (b) Accompany a report describing why the report has been sent.
- (c) Accompany CV sent to in response to a work opportunity.
- (d) All of the above

Q98. One should adopt similar approach to writing a memo as for a:

- (a) CV
- (b) Application
- (c) Letter
- (d) Cover letter

Q99. The memo incorporates the following elements:

- (a) Record of when the email was sent
- (b) Sender
- (c) Subject
- (d) All of the above

Q100. In a business environment _____ is used to communicate the items to be discussed at a formal meeting:

- (a) Memo
- (b) An agenda
- (c) A cover letter
- (d) Follow up letter

Q101. _____ should be agreed and circulated to all participants in advance of the meeting allowing sufficient time for participants to prepare for the meeting:

- (a) Follow up letters
- (b) Circular letters
- (c) Agendas
- (d) Cover letters

Q102. The contents of an agenda for a formal meeting would include the following:

- (a) Title, date, time and place of the meeting
- (b) Purpose of the meeting
- (c) Main body
- (d) All of the above

Q103. For a monthly audit team meeting the main body of the agenda may include:

- (a) Change in personnel
- (b) Brief review of performance for the month
- (c) Date of next meeting
- (d) All of the above

Q104. _____ is an official communication that alerts the recipients to the existence of a meeting to be held at some point in the future:

- (a) An agenda
- (b) A cover letter
- (c) A notice of a meeting
- (d) A circular letter

- Q105. The period of time before the meeting occurs when the notice is distributed is called the _____:
- (a) Time period
 - (b) Target time
 - (c) Communicated time
 - (d) Notice period
- Q106. The minimum _____ for the formal meeting such as shareholders meeting, directors meeting and the annual general meeting is often stated in law or the company's own rules of operation:
- (a) Time period
 - (b) Notice period
 - (c) Period
 - (d) Time
- Q107. _____ are a formal record of the facts of a meeting:
- (a) Agendas
 - (b) Memorandums
 - (c) Minutes
 - (d) Follow up letters
- Q108. With the minutes of meeting being the official and permanent record they must be:
- (a) Concise
 - (b) Accurate
 - (c) Clear
 - (d) All of the above
- Q109. _____ record decisions reached:
- (a) Minutes of action items
 - (b) Resolution minutes
 - (c) Narrative minutes
 - (d) All of the above
- Q110. A reference letter is
- (a) A note or document reminding about some event
 - (b) Summarized record a meeting's happenings
 - (c) Sent by a previous employer
 - (d) An official document on a matter
- Q111. Which of the following correctly depicts fairness buffer?
- (a) Sender shows an understanding for recipient's problems
 - (b) Sender shows that messages' response is conveyed after objectively examining issues
 - (c) It displays a common understanding on a particular point
 - (d) Sender shows gratitude for receiving something from recipient
- Q112. All of the following are true for direct approach for communicating bad news EXCEPT:
- (a) Used only for outsider
 - (b) When buffer can be interpreted as weakness
 - (c) When recipient tends to skim the text
 - (d) All of the above

Q113. Which of the following adequately describes an inquiry letter?

- (a) It is a letter for registering service complaint by the client
- (b) Accompanies a package or report
- (c) Elicits information from the recipient
- (d) Sent by an organization to prompt customers into ordering goods

Q114. Choose the correct sequence of important steps involved in the planning of written messages.

- (a) Identify the purpose, select the ideas, support the ideas with data, analyze the audience, organize the message, style used
- (b) Analyze the audience, identify the purpose, select the ideas, support the ideas with data, organize the message, style used
- (c) Identify the purpose, analyze the audience, select the ideas, support the ideas with data, organize the message, style used
- (d) Identify the purpose, analyze the audience, select the ideas, support the ideas with data, style used, organize the message

Q115. Feedback may not prove to be effective if it is:

- (a) Given after a considerable lapse of time
- (b) Not given in a constructive manner
- (c) Vague and too general
- (d) All of the above

Q116. Depict the situation in which a cover letter is used.

- (a) Sent after initial communication
- (b) Accompanies a package or proposal etc.
- (c) Sent to others to let them know that they have received a communication
- (d) Used to share some information with large audience

Q117. A receiver's activities during the process of communication include all EXCEPT:

- (a) Receiver encodes the message
- (b) Receiver interprets the message
- (c) Receiver gets the message
- (d) Receiver reacts and sends feedback to the sender

Q118. All are true for persuasive messages, EXCEPT:

- (a) These require lot of marketing skills
- (b) Anticipate no objections from the reader
- (c) Use balance in emotional and logical appeals
- (d) Reinforce the proposal by providing additional evidence of the advantages

Q119. When is direct approach considered to be more appropriate and effective option for conveying bad news messages?

- (a) To illustrate the gravity of bad news
- (b) If unfavorable message is not of much significance to the recipient
- (c) Communicating bad news to busy executives who have to take prompt decisions
- (d) All of the above

Q120. A group leader while conducting an internal meeting occupies a position other than at the head of conference table. What is the implied meaning in this situation?

- (a) Friendliness
- (b) Informality
- (c) Equality
- (d) All of the above

Q121. All of the following are important considerations for oral presentation EXCEPT:

- (a) Presentation must include graphics
- (b) Should be organized in a logical sequence
- (c) The language used should be specifically adapted
- (d) Should be based on proper use of grammar and pronunciation

Q122. Impediments in the downward flow of communication include all EXCEPT:

- (a) Fear that they may undermine their authority by sharing information
- (b) Management itself does not have the information or solutions to the problems
- (c) Management have no time to communicate with juniors
- (d) Management assumes that employees will not be interested in the larger issues of business

Q123. When is an adjustment letter commonly used?

- (a) Accompanies a package or proposal etc.
- (b) Sent after initial communication
- (c) Sent to others to know that they have received communication
- (d) Sent in response to a claim or complaint

Q124. Which of the following is not a benefit of oral communication?

- (a) Audit trail
- (b) Speed
- (c) Nonverbal cues
- (d) Personal involvement of speaker and listener

Q125. Which of the following techniques should be adopted when writing business messages?

- (a) Use long sentences
- (b) Use short paragraphs
- (c) Use passive rather than active sentences
- (d) Use verbose language

- Q126. Which of the following is least likely to be a reason to use written communication instead of verbal communication in the workplace?
- (a) For retaining a communication record
 - (b) To assist the receiver in memorizing complex information
 - (c) Due to availability of instant feedback
 - (d) To communicate with a busy person at their convenience
- Q127. Which of the following does not satisfy the 'adopt the right tone' guidance?
- (a) Always end on a positive note
 - (b) Avoid using negative phrases
 - (c) Use conversational language
 - (d) Use personal pronouns
- Q128. Identify the circumstances in which minutes are mostly used:
- (a) Used to share same information with a large audience
 - (b) A note or document that reminds about events and observations
 - (c) Accompanying a package or proposal etc.
 - (d) A summarized record of proceedings at a meeting
- Q129. A sender's activities in the process of communication include all of the following EXCEPT:
- (a) Sender uses verbal channel
 - (b) Sender has an idea
 - (c) Sender transforms idea into message
 - (d) Sender transmits the message
- Q130. Impediments in the upward flow of communication in an organization are:
- (a) There is no clear cut opportunity for upward communication
 - (b) Subordinates are concerned about the outcome of communication
 - (c) Subordinates believe that managers will not take their problems seriously
 - (d) All of the above
- Q131. What is the implied meaning in the following communication?
- A director tells his secretary "Don't be late for the Board meeting tomorrow!"
- (a) Conveying that meeting is important
 - (b) Secretary has a habit of getting late
 - (c) Reminding about the meeting
 - (d) All of the above
- Q132. Which of the following is a key element of written messages?
- (a) Feedback
 - (b) Channel
 - (c) Reader
 - (d) All of the above

Q133. What is meant by an audit trail?

- (a) A visual commentary of a sequence of events
- (b) Audit procedures implemented on transactions of an organization
- (c) Documentation of a sequence of events
- (d) None of the above

Q134. What should you do to be more specific in your communication?

- (a) Use more qualifying phrases and words as they add to the content of a message
- (b) Times and dates should be specified in vague terms
- (c) Avoid using words like 'very' to emphasize other words
- (d) Use active rather than passive sentences

Q135. To ensure the usage of short paragraphs, which of the following guidelines should not be followed?

- (a) Use transitions between paragraphs
- (b) Each paragraph should contain one idea
- (c) The closing sentence should state the main idea of the paragraph
- (d) None of the above

Q136. What is meant by cliché?

- (a) A specific term related to a profession
- (b) Keeping the message specific and simple
- (c) An opinion betraying a lack of original thought
- (d) Adopting right tone in a message

Q137. Which of the following is not a consideration while using headings in a business message?

- (a) There should be no underlining
- (b) First letter should be upper case
- (c) The size and typeface should be constant for every heading
- (d) None of the above

Q138. Which of the following is not a consideration while proof reading a business message?

- (a) Asking a colleague to review the message
- (b) Avoid trying to find all problems at the same time
- (c) Avoid the use of spell checker
- (d) All of the above

Q139. Which of the following is an example of reducing abstraction?

- (a) Use 'start' instead of 'commence'
- (b) Use 'ask' instead of 'consult'
- (c) Use 'door' instead of 'entrance'
- (d) All of the above

Q140. An example of colloquialisms is

- | | |
|------------------------------|---------------------------|
| (a) Pre-acquisition reserves | (b) Profit recognition |
| (c) Capital base | (d) Massaging the results |

Q141. An example of a cliché is

- | | |
|-------------------------------------|------------------------------|
| (a) In accordance with your request | (b) All things said and done |
| (c) Looking on the bright side | (d) Teeming and lading |

Q142. Which of the following NOT an example of a definite message?

- (a) The child weighs 5 kg
- (b) Your request shall be granted by mid-November
- (c) The flight leaves at 8 pm
- (d) We received only 5 replies

Q143. Define an agenda.

- (a) A record of proceedings of a meeting
- (b) A list of items to be discussed at meeting
- (c) An official document on a particular matter
- (d) None of the above

Q144. Why do work peers communicate?

- | | |
|----------------------|------------------------------|
| (a) For enjoyment | (b) Demonstrating competence |
| (c) Building rapport | (d) All of the above |

Q145. Which of the following is a consideration when including jargons in communication?

- (a) It can make the writing sound routine
- (b) Communication can become boring if too much jargon is used
- (c) It makes communication easy to understand
- (d) All of the above

Q146. What is the function of buffer in bad news message?

- (a) It uses convincing arguments
- (b) It ends the message on a positive note
- (c) It starts the message with a positive statement
- (d) Both (b) and (c)

Q147. When including paragraph numbering, which consideration should be kept in mind?

- (a) All letters and reports over a page must incorporate paragraph numbering
- (b) Paragraph numbering is optional for letters of less than two pages
- (c) Paragraph numbering should be underlined
- (d) All of the above

Q148. Usual form(s) of business communication is/are:

- | | |
|---------------------|----------------------|
| (a) Videoconference | (b) Telephone call |
| (c) Letter | (d) All of the above |

Q149. Briefly describe the circumstances in which a report is commonly used.

- (a) Used to share same information with a large audience
- (b) A note or document that reminds about events and observations
- (c) Accompanying a package or proposal etc.
- (d) An account on a matter in the form of an official document

BUSINESS REPORTS

- Q1.** The reports requested by another person are called:
- | | |
|-----------------------|------------------------|
| (a) Public reports | (b) Private reports |
| (c) Voluntary reports | (d) Authorized reports |
- Q2.** Analytical Reports include:
- | | |
|---------------------------|-----------------------|
| (a) Recommendation Report | (b) Proposal report |
| (c) Justification report | (d) All of the above. |
- Q3.** Monthly Production Report is an example of:
- | | |
|-----------------------|-----------------------|
| (a) Authorized report | (b) Voluntary report |
| (c) Analytical report | (d) Operating report. |
- Q4.** Monthly Absenteeism Report is an example of:
- | | |
|-------------------------------|------------------------|
| (a) Personnel activity report | (b) Operating report |
| (c) Public report | (d) Information report |
- Q5.** Proposal of Capital Expenditure is an example of:
- | | |
|----------------------|--------------------------|
| (a) Operating report | (b) Justification report |
| (c) Voluntary report | (d) Analytical Report |
- Q6.** The reports which come out at regular intervals are called:
- | | |
|--------------------------|-------------------------|
| (a) Departmental reports | (b) Information reports |
| (c) Periodic reports | (d) Special reports |
- Q7.** The reports which are long and about complex problems are called:
- | | |
|-------------------------|------------------------|
| (a) Departmental report | (b) Formal reports |
| (c) Special reports | (d) Analytical reports |
- Q8.** Formal Reports always include:
- | |
|---|
| (a) Prefatory parts, subject, supplementary parts |
| (b) Prefatory parts, body, supplementary parts |
| (c) Prefatory parts, body, conclusion |
| (d) Prefatory parts, body, recommendations. |
- Q9.** Memorandum Report and Letter Report are the kinds of:
- | | |
|-------------------------|------------------------|
| (a) Formal report | (b) Special report |
| (c) Short format report | (d) Department report. |

- Q10. _____ examines the viability of the proposed undertaking from its technical, commercial and economic stand points:
- (a) Project progress report (b) Performance appraisal report
(c) Feasibility report (d) Formal report
- Q11. Which of the following is the kind of Departmental Report?
- (a) Operations report (b) Feasibility report
(c) Special report (d) Justification report
- Q12. _____ provides information about future expectations and plans to obtain the desired results:
- (a) Sales and marketing reports (b) Feasibility report
(c) Annual report of chairman (d) Special report.
- Q13. Which of the following is NOT a purpose of Business Reports?
- (a) They are impartial / objective treatment of assignment.
(b) They help to make executive decisions.
(c) They are not involved in carrying out operational and technical assignments.
(d) All of the above.
- Q14. Which of the following is NOT quality of Business Reports?
- (a) Concreteness (b) Cohesion
(c) Partiality (d) Impartiality
- Q15. Concreteness, Courtesy and Accuracy are the specific qualities of:
- (a) Business communication (b) Business proposal
(c) Business report (d) Business letter
- Q16. Authorization is one of the elements which may be included in introduction of:
- (a) Authorized report (b) Short formal report
(c) Public report (d) None of the above.
- Q17. The longer section of the business report is the:
- (a) Introduction (b) Text
(c) Terminal section (d) None of the above.
- Q18. Which of the following statements about parts of short formal report is true?
- (a) The text is sometimes labelled text. (b) The text is always labelled text.
(c) The text is never labelled text. (d) None of the above.

- Q19. _____ should be based on the text discussion and should include no new material in it:
- (a) Introduction
 - (b) Discussion
 - (c) Findings
 - (d) Terminal section.
- Q20. There are _____ main ways to organize the introduction, text and terminal sections of a business report.
- (a) Two
 - (b) Three
 - (c) Four
 - (d) Five
- Q21. Inductive arrangement is also known as:
- (a) Direct arrangement
 - (b) Indirect arrangement
 - (c) Positive arrangement
 - (d) Negative arrangement
- Q22. Business report is _____ planned presentation of facts to one or more persons for a specific, significant business purpose:
- (a) Partial
 - (b) Biased
 - (c) Impartial
 - (d) None of the above
- Q23. Information report includes:
- (a) Introduction(terms of reference)
 - (b) Introduction and findings
 - (c) Introduction , findings and recommendations
 - (d) None of the above
- Q24. Analytical report includes:
- (a) Introduction(terms of reference)
 - (b) Introduction and findings
 - (c) Introduction , findings and recommendations
 - (d) None of the above
- Q25. Special reports are written:
- (a) On regular basis
 - (b) To handle routine issues
 - (c) On single occasion or unique occasion
 - (d) None of the above

Q26. Memorandum report are sent:

- | | |
|------------------------------|-----------------------------|
| (a) Outside the organization | (b) Within the organization |
| (c) To govt. institutions | (d) None of the above |

Q27. A formal report usually consists of:

- | | |
|-----------------|----------------|
| (a) One part | (b) Two parts |
| (c) Three parts | (d) Four parts |

Q28. A business report is planned

- | | |
|--|---------------------------|
| (a) Only in direct plan | (b) Only in indirect plan |
| (c) In direct as well as indirect plan | (d) None of the above |

Q29. Project progress report outlines:

- (a) The quality of employee's work
- (b) The viability of the proposed undertaking from its technical and economic standpoints
- (c) The progress of the task in progress
- (d) The financial performance of the organization

Q30. Feasibility report examines:

- (a) The progress of the task in a project
- (b) The quality of an employee's work performance
- (c) Data of actual sales of various products
- (d) The viability of the proposed undertaking from its technical and economic standpoints

Q31. An account given of a particular matter, especially in the form of an official document, after thorough investigation or consideration by an appointed person is called:

- | | |
|---------------|-----------------------|
| (a) A letter; | (b) An application; |
| (c) A report; | (d) All of the above. |

Q32. A _____ is a written communication of factual information on a specific subject presented in an orderly and formal manner.

- | | |
|--------------------|----------------------|
| (a) SWOT Analysis; | (b) Budget; |
| (c) Proposal; | (d) Business report. |

Q33. Presenting an analysis to management on a specific issue or incidental or on the on-going state of affairs of the business, is one of the objectives of:

- | | |
|------------------------|------------------------|
| (a) A proposal; | (b) An organization; |
| (c) A business report; | (d) None of the above. |

- Q34. The _____ objective of a report is to provide a basis for decision and action.
- | | |
|-------------|-----------------------|
| (a) Primary | (b) Secondary |
| (c) Only | (d) None of the above |
- Q35. Reader, writer, objective, subject and structure are:
- | | |
|----------------------------|------------------------------|
| (a) Types of letters | (b) Components of a proposal |
| (c) Components of a report | (d) Components of an agenda |
- Q36. Documents greater than _____ should be presented as a report and accompanied by a brief covering letter.
- | | |
|-----------------|----------------|
| (a) One page | (b) Two pages |
| (c) Three pages | (d) Four pages |
- Q37. _____ contain information communicated on a regular basis.
- | | |
|---------------------|------------------------|
| (a) Routine reports | (b) Special reports |
| (c) Proposals | (d) Minutes of meeting |
- Q38. A project progress report is an example of:
- | | |
|--------------------|-----------------------|
| (a) A short report | (b) Routine report |
| (c) Special report | (d) None of the above |
- Q39. A due diligence report is an example of:
- | | |
|---------------------|-----------------------|
| (a) Routine report | (b) Special report |
| (c) Research report | (d) None of the above |
- Q40. Preparation, organizing the information, planning the layout, writing a rough draft, reviewing & writing a final draft, checking the final draft are key stages in writing:
- | | |
|--------------------|----------------------|
| (a) A report | (b) A routine report |
| (c) Special report | (d) All of the above |
- Q41. An effective report should be:
- | | |
|----------------|----------------------|
| (a) Decisive | (b) Concise |
| (c) Persuasive | (d) All of the above |
- Q42. Which of the following is the characteristic of a bad report:
- | | |
|---------------------------------|----------------------|
| (a) In concise | (b) Indecisive |
| (c) Over uses the passive voice | (d) All of the above |
- Q43. To identify reader, identify purpose and identify material sources are the tasks in the following phase of report writing:
- | | |
|-----------------|----------------------|
| (a) Preparation | (b) Writing |
| (c) Completion | (d) All of the above |

- Q44. Skeleton structure, language and tone, logical layout, preparing rough draft, revisions are the tasks in the following phase of report writing:
- (a) Preparation
 - (b) Writing
 - (c) Completion
 - (d) All of the above
- Q45. Which of the following is the primary source that can be used for researching the report?
- (a) Colleagues
 - (b) Brainstorm meetings
 - (c) Observations
 - (d) All of the above
- Q46. Which of the following is not the primary source that can be used for researching the report?
- (a) Brainstorm meetings
 - (b) Performing an audit
 - (c) Unstructured interviews
 - (d) None of the above
- Q47. Which of the following is the secondary source that can be used for researching the report?
- (a) Technical journals
 - (b) Observation
 - (c) Unstructured interview
 - (d) Brainstorm meetings
- Q48. Following is the secondary source for researching the report:
- (a) Customer database
 - (b) Technical journal
 - (c) Accounting data
 - (d) All of the above
- Q49. Following is the primary source for researching the report:
- (a) Experts and specialists
 - (b) Data from another department
 - (c) Market research agencies
 - (d) Unstructured interview
- Q50. The _____ of a report describes the pattern in which the information is organized:
- (a) Feature
 - (b) Draft
 - (c) Structure
 - (d) Subject
- Q51. What will be the layout of the report if you present your conclusions first, then present the reasons for the conclusion, finally include the facts underlying your reasoning?
- (a) Top-down
 - (b) Bottom – up
 - (c) Both top – down and bottom –up
 - (d) None of the above
- Q52. What will be the layout of the report if you state the material facts, demonstrate the reasons for the facts then summarise them and finally include a conclusion based on the facts you have just summarized?
- (a) Top – down
 - (b) Bottom – up
 - (c) Top – down and bottom-up
 - (d) None of the above

- Q53. In practice the method of writing a report preferred by managers and clients is by far the:
- (a) Top – down approach (b) Bottom – up approach
(c) All of the above (d) None of the above
- Q54. Senior managers tend to pay most attention to the _____, summary and conclusions rather than the body of the report:
- (a) Format (b) Introduction
(c) Sender (d) Context
- Q55. The usual approach is to present the _____ at the beginning of the report:
- (a) Sender's name (b) Whole story
(c) End of the story (d) Receiver's name
- Q56. To give executive summary at the start of the report is a:
- (a) Bad approach; (b) Top-down approach
(c) Bottom-up approach (d) None of the above
- Q57. Business report is usually _____ than memos and letters:
- (a) Shorter (b) Longer
(c) Inferior (d) Better
- Q58. In the case of business reports there are _____ key issues to address:
- (a) Three (b) Five
(c) Seven (d) None of the above
- Q59. _____ means only include information that is important to the reader:
- (a) Impact (b) Clarity
(c) Relevance (d) Cost effectiveness
- Q60. When we write " need to have" rather than "nice to have" in a report then we are actually addressing the key issue of:
- (a) Relevance (b) Impact
(c) Clarity (d) Cost effectiveness
- Q61. A SWOT analysis describes business's strengths, weaknesses, opportunities and _____.
- (a) Trade (b) Trend
(c) Threats (d) Tasks

- Q52. A large new competitor could open an outlet in the same lawn where the business is currently the only supplier. This is called:
- (a) Competition (b) Threat
(c) Weakness (d) Opportunity
- Q63. A PEST analysis describes the political, economic, social and _____ factors that impact the business:
- (a) Tangible (b) Technical
(c) Total (d) Tremendous
- Q64. An ageing population increases the demand for pharmaceuticals and old age related healthcare. According to PEST analysis it is a:
- (a) Political factor (b) Economic factor
(c) Social factor (d) Technological factor
- Q65. In summary of a business report, appendices should be:
- (a) Included only if absolutely necessary
(b) Non-essential for understanding the main arguments
(c) Mentioned as the final items in the table of contents.
(d) All of the above
- Q66. Appendices are effectively the _____ level of the logical pyramids you constructed during the structuring phase:
- (a) First (b) Second
(c) Bottom (d) Top
- Q67. A formal document that describes a project, or need for service and invites prospective bidders to propose solutions is called:
- (a) ACR (b) RFP
(c) CV (d) None of the above
- Q68. An RFP should contain the following:
- (a) Description of the work to be performed.
(b) Method of formal submission of the proposal.
(c) Milestones and deadlines of the proposal process.
(d) All of the above.
- Q69. A _____ is either written in response to an RFP, or alternatively used as to promote an idea to a relevant stakeholder:
- (a) Agenda (b) Memo
(c) Proposal (d) Letter

- Q70. The essential qualities and contents of a well prepared proposal include:
- (a) Purpose is stated clearly
 - (b) Problem or need for the proposal is understood and defined clearly.
 - (c) Proposal is honest, factual and objective.
 - (d) All of the above
- Q71. Which of the following is not the component of a proposal?
- (a) Table of contents
 - (b) Problem or need
 - (c) Glossary
 - (d) None of the above
- Q72. Which of the following is the component of a proposal:
- (a) Summary
 - (b) Time schedule
 - (c) Cost
 - (d) All of the above
- Q73. _____ outlines the progress of the tasks in a project, including work completed, work remaining, costs incurred, remaining cost to complete the project and schedule of original and anticipated time for completion of the project:
- (a) Personnel appraisal report
 - (b) Project progress report
 - (c) Operations report
 - (d) Sale and marketing report
- Q74. _____ documents the quality of an employer's work performance for a particular period with identification of the individual's strengths and weakness, training and development needs and career planning:
- (a) Feasibility report
 - (b) Performance appraisal report
 - (c) Project progress report
 - (d) Chairman's annual report
- Q75. The report which examines the viability of the proposed undertaking from its technical, commercial and economic stand points, is called:
- (a) Project progress report
 - (b) Performance appraisal report
 - (c) Feasibility report
 - (d) Operating report
- Q76. A _____ report presents the benefits that the proposal or idea will yield with details of its initial capital costs, implementation schedule, recurring operating costs and returns over the useful life of the undertaking:
- (a) Operating
 - (b) Feasibility
 - (c) Performance appraisal
 - (d) Project progress
- Q77. The report which provides data of actual sales of various products classified by their quantities, territories, sales teams and distributors for a specific period is called:
- (a) Feasibility report
 - (b) Operating report
 - (c) Chairman's annual report
 - (d) Sales and marketing report

- Q78. Which of the following report displays the variance between sales achieved versus the budget?
- (a) Sales and marketing report (b) Operating report
(c) Feasibility report (d) Project progress report
- Q79. The report which presents a summarized description of the historical financial performance of the organization, its achievements and problems experienced during the period under review is called:
- (a) Project progress report (b) Feasibility report
(c) Operating report (d) Chairman's annual report
- Q80. Which of the following report provides information about future expectations and plans to obtain the described results:
- (a) Sales and marketing report (b) Feasibility report
(c) Operating report (d) Chairman's annual report
- Q81. _____ report informs the stakeholders, primarily existing and prospective shareholders, creditors and analysts of the achievements and future expectations of the organization including both profit and cash flow:
- (a) Feasibility (b) Chairman's annual
(c) Operating (d) Sales and marketing
- Q82. The report which summarises the operational activity for a particular time period is called:
- (a) Feasibility report (b) Chairman's annual report
(c) Operating report (d) Sales and marketing report
- Q83. _____ reports might include information on sales and purchases, employee information and inventory:
- (a) Project performance (b) Performance appraisal
(c) Feasibility (d) Operations
- Q84. Which of the following reports are used by management to obtain a quick summary of how the company is performing:
- (a) Project performance (b) Operating
(c) Feasibility (d) Performance appraisal
- Q85. Management uses _____ to identify areas that are performing well and areas that need improvement:
- (a) Operating reports (b) Feasibility reports
(c) Sales and marketing reports (d) Project progress reports

- Q86.** What kind of a report asks how well the proposed system satisfies the identified system requirements?
- (a) Feasibility report
 - (b) Performance appraisal report
 - (c) Both of the above
 - (d) None of the above
- Q87.** Most business reports are made following the top-down approach which entails
- (a) Stating the material facts last
 - (b) Presenting the conclusion first
 - (c) Presenting the conclusion last
 - (d) None of the above
- Q88.** Business language for reports is required to be easy to read and understandable meaning that;
- (a) It should be cost effective and relevant
 - (b) It should be courteous, impactful, cost effective and timely
 - (c) It should be clear, cost effective, timely, impactful and relevant
 - (d) All of the above
- Q89.** Mr. Ehsan is required to get his report edited which is to be sent to the CEO. He wants his report to be as error-free as possible to set a good first impression. He asks his colleague to carry out the following, which do you think are the right options?
- (i) Check the layout for being logical and appropriate
 - (ii) Ensure to see whether the title, introduction and conclusion are consistent
 - (iii) Verify that valid emphasis has been stressed on important points
 - (iv) Read it critically and criticize
- (a) (i), (ii) and (iii)
 - (b) (i), (ii) and (iv)
 - (c) All of the above
 - (d) None of the above
- Q90.** The title page has the objective of being attractive and to be helpful in finding the report at a later date. Which of the following are essential components that are required to be present in the report?
- (a) The title only
 - (b) Title and date only
 - (c) Title, date and author only
 - (d) Title, date, author and organization name
- Q91.** An executive summary which is required to be clear and succinct should include, briefly;
- a) The purpose of the report, the problems identified and the conclusion drawn
 - b) The purpose of the report, the problems identified, the conclusions drawn and the recommendations
 - c) The purpose of the report and the problems identified as a result.
 - d) None of the above

- Q92. As a result of globalisation and expansion into the Central Asia market, Tech Limited is considering expanding its plant to increase its capacity. For ensuring commercial viability Tech Limited will have to get which of the following feasibility / feasibilities conducted;
- (a) Technical only (b) Commercial and technical
(c) Commercial and economic only (d) Economic, technical and commercial
- Q93. A summarized description of the historical financial performance is represented by:
- (a) The Chairman's report (b) The Chairmen's annual report
(c) Operating report (d) Sales report
- Q94. Operating report which summarises the operational activity for a period of time is used to
- (a) Identify areas that are performing well and areas that need improvement
(b) Identify areas that require further improvement
(c) Identify areas that are under-performing
(d) All of the above
- Q95. Performance appraisal reports summarise an employee's performance for a particular period of time including an individual's strengths and weaknesses. It is useful to managers in
- (a) Assessing where the individual requires training
(b) A basis for bonus recommendation
(c) A basis for a potential promotion
(d) All of the above
- Q96. The following statements about formal reports are true except
- (a) A formal report can be informational or analytical, direct or indirect.
(b) A formal report is directed primarily to readers outside an organization.
(c) A formal report's manuscript format and impersonal tone convey a sense of professionalism.
(d) What sets a formal report apart from others is its polish.
- Q97. The following are types of informational reports except
- (a) Monitoring and controlling operations. (b) Complying with government regulations.
(c) Implementing policies and procedures. (d) Supporting a recommendation.
- Q98. The first step in planning a report is to
- (a) Outline the issues for investigation. (b) Define the problem.
(c) Limit the scope of the study. (d) Prepare a work plan.

Q99. Which of the following statements about a formal report style is not true?

- a) When you write in a formal style, you use no jokes, no similes or metaphors, and very few colorful adjectives or adverbs.
- b) When you write in a formal style, you use "I" and "you."
- c) When you write in a formal style, you remain businesslike, unemotional, and objective.
- d) When you write in a formal style, you impose a certain distance between you and your readers.

Q100. The opening of a formal report accomplishes the following except

- (a) Lists the recommendations.
- (b) Previews the main ideas and the order in which they will be covered.
- (c) Introduces the subject of the report.
- (d) Indicates why the subject is important.

ELECTRONIC COMMUNICATION

- Q1. The type of Internet service that allows individuals and organisations to make their website accessible via the World Wide Web, is called:
- (a) Web service
 - (b) Website service
 - (c) Web hosting service
 - (d) World wide web
- Q2. Web hosts are companies that provide space on a server owned or leased for use by:
- (a) Clients
 - (b) Hosts
 - (c) Staff of those companies
 - (d) All internet users
- Q3. Web hosts can also provide data center space and connectivity to the internet for other servers located in their data center called:
- (a) Data center
 - (b) Call center
 - (c) Location
 - (d) Colocation
- Q4. "Collocation" is also known as "Housing" in:
- (a) London
 - (b) Latin America
 - (c) Turkey
 - (d) Asia
- Q5. The most basic scope of web hosting services is web page and small-scale file hosting where files can be uploaded via:
- (a) File uploading protocol
 - (b) File attachment protocol
 - (c) File transfer protocol
 - (d) File hosting protocol
- Q6. Single page hosting is generally sufficient for:
- (a) Business web pages
 - (b) Personal web pages
 - (c) Official web pages
 - (d) Educational web pages
- Q7. PHP, Java, Ruby on Rails, Cold Fusion, and ASP.NET are:
- (a) Languages of computer
 - (b) Different computer companies
 - (c) Service providers
 - (d) Data basic support and application development platforms
- Q8. Secure Sockets Layers (SSL) is typically used for:
- (a) E- Commerce
 - (b) E- Business
 - (c) E- Library
 - (d) E- mail

- Q9.** The host in web hosting service may also provide an interface for managing the web server and installing scripts as well as other modules and service applications like:
- (a) Telex
 - (b) Facsimile
 - (c) E-mail
 - (d) None of the above
- Q10.** The availability of a website is measured by the percentage of a year in which the website is publicly accessible and reachable via:
- (a) Telephone
 - (b) Service provider
 - (c) Internet
 - (d) None of the above
- Q11.** The "availability of a website" and "uptime of a system" are:
- (a) Similar terms
 - (b) Different terms
 - (c) Not relevant to web hosting service
 - (d) Networking users
- Q12.** The service offered by different companies with limited services are called:
- (a) Shared web hosting service
 - (b) Free web hosting service
 - (c) Reseller web hosting service
 - (d) Cloud hosting service
- Q13.** Resellers often sell:
- (a) Free web hosting
 - (b) Shared web hosting
 - (c) Cloud web hosting
 - (d) Clustered web hosting
- Q14.** Reseller web hosting allows clients to:
- (a) Reach web service
 - (b) Use free internet service
 - (c) Use unlimited internet service
 - (d) Become web hosts themselves
- Q15.** Virtual dedicated server is also known as:
- (a) Private server (PS)
 - (b) Virtual service provider (VSP)
 - (c) Virtual private server (VPS)
 - (d) Virtual service center (VSC)
- Q16.** Collocation web hosting service is almost similar to:
- (a) Cloud hosting
 - (b) Dedicated hosting
 - (c) Virtual dedicated hosting
 - (d) Clustered hosting
- Q17.** Virtual dedicated server divides server resources into:
- (a) Virtual means
 - (b) Virtual sectors
 - (c) Virtual centres
 - (d) Virtual servers

- Q18. Local power disruptions or natural disasters are less problematic for:
- (a) Virtual hosted sites
 - (b) Cloud hosted sites
 - (c) Colocation hosted sites
 - (d) Cluster hosted sites
- Q19. The user is not allowed full control over:
- (a) Managed hosting server
 - (b) Cloud hosting server
 - (c) Virtual dedicated hosting server
 - (d) Dedicated hosting server
- Q20. Multiple servers are hosting the same content for better resource utilization in:
- (a) Colocation hosting service
 - (b) Cloud hosting service
 - (c) Cluster hosting service
 - (d) Grid hosting service
- Q21. The end user does not have to worry about the more technical aspects while using web hosting packages because they often include:
- (a) Technical support system
 - (b) Web content management system
 - (c) International support system
 - (d) Web support system
- Q22. Dedicated systems and Desktop systems are two categories in which:
- (a) Information Technology Systems fall.
 - (b) Web hosting fall.
 - (c) Video conferencing systems broadly fall.
 - (d) Web services fall
- Q23. The sales team of an international company which has operations in London, Hong Kong and Karachi wants to hold a meeting to discuss sales strategy. They can use:
- (a) Intranet
 - (b) Telephone
 - (c) Video conferencing
 - (d) Flights
- Q24. The underlying global system of interconnected computer networks consisting of millions of private, public, academic, business and government networks is called:
- (a) World wide web
 - (b) Website hosting
 - (c) Intranet
 - (d) Internet
- Q25. The _____ supports different applications such as email, communications and the world wide web by transporting information across the network:
- (a) Internet
 - (b) Intranet
 - (c) Website hosting
 - (d) Web browser software

- Q26. The world wide web is an example of an application that uses the:
- (a) Internet
 - (b) Intranet
 - (c) Web browser software
 - (d) Website hosting
- Q27. A global collection of documents, images and other resources stored in millions of databases around the world is called:
- (a) World wide web
 - (b) Internet
 - (c) Intranet
 - (d) Website hosting
- Q28. _____ is used to access the world wide web and locate and view documents, images, and resources:
- (a) Identifier
 - (b) Web browser software
 - (c) Server
 - (d) Microsoft outlook
- Q29. Google Chrome is an example of:
- (a) World wide web
 - (b) Web browser
 - (c) Website hosting
 - (d) Hyperlinks
- Q30. The documents, images and resources on World Wide Web are interrelated by hyperlinks and referenced through unique:
- (a) Systems
 - (b) Identifiers
 - (c) Web addresses
 - (d) Web browsers
- Q31. A programmed language which is to create web pages is called:
- (a) Internet protocol (IP)
 - (b) Internet Service Provider (ISP)
 - (c) HTML
 - (d) Web browser software
- Q32. A physical computer dedicated to run one or more services to serve the needs of users and others computers on a network is called:
- (a) Weblog
 - (b) Website host
 - (c) A server
 - (d) An internet service provider
- Q33. Website hosting is an example of:
- (a) World wide web
 - (b) Identifier
 - (c) Internet hosting
 - (d) Web browser
- Q34. Rather than serving a Microsoft Excel file to your local hard drive you in fact store it to the hard drive of a computer perhaps even in a different country by sending the file contents across the internet. What are you doing?
- (a) File hosting
 - (b) Cloud hosting
 - (c) Online hosting
 - (d) All of the above

Q35. _____ enable computers to locate others computers and Internet hosts on the Internet:

- (a) Online storage
- (b) IP addresses
- (c) Cloud storage
- (d) HTML

Q36. Every computer requires a unique IP address to connect to the Internet and consists of four sets of numbers from:

- (a) 0 to 50
- (b) 0 to 155
- (c) 0 to 250
- (d) 0 to 255

Q37. Paying a monthly fee to your home phone provider enabling you to connect your home PC to the internet via your telephone line is an example of:

- (a) IP
- (b) ISPs
- (c) HTML
- (d) None of the above

Q38. A website is identified by its _____ such as sony.com, which is linked to an IP address pointing to a specific physical computer:

- (a) IP address
- (b) Domain name
- (c) Hyperlink
- (d) FTP

Q39. What does describes the maximum data transfer rate of a network or Internet connection and measures how much data can be sent over a specific connection in a given amount of time?

- (a) Website hosting
- (b) HTML
- (c) Bandwidth
- (d) IP

Q40. When a company wants to publish its website it will need to locate and sign up a:

- (a) Bandwidth
- (b) Web hosting service
- (c) Protocol address
- (d) Server

Q41. _____ describes the period when a website is unavailable due to problem with the web server:

- (a) Up-time
- (b) Down time
- (c) Bandwidth
- (d) Storage space

Q42. Uptime is often measured in:

- (a) Sevens
- (b) Eights
- (c) Nines
- (d) Tens

- Q43. _____ describes the suite of tools required to take orders and payments for selling products online:
- (a) E-business
 - (b) Up time
 - (c) Down time
 - (d) E-Commerce
- Q44. Google.com, Google.com.pk, Google.co.in, Google.co.uk and Google.com.hk are examples of:
- (a) Internet
 - (b) Single domain name of Google
 - (c) The number of domain names associated with the Google search engine.
 - (d) FTP
- Q45. The broad term covering the most common form of paid web hosting is called:
- (a) FTP
 - (b) Technical support
 - (c) Bandwidth
 - (d) Standard web hosting
- Q46. Which of the following describes when the client pays for his own dedicated server machine for its website's exclusive use?
- (a) Free webhosting
 - (b) Standard webhosting
 - (c) Dedicated webhosting
 - (d) Colocation webhosting
- Q47. With free, standard and dedicated webhosting, it's the web host himself who owns the server hardware:
- (a) Technical support
 - (b) Weblog
 - (c) Clustered webhosting
 - (d) Colocation
- Q48. Colocation is offered in:
- (a) Two forms
 - (b) Three forms
 - (c) Four forms
 - (d) Five forms
- Q49. _____ is beneficial to companies who require something unusual in their web software configuration and also enhanced security:
- (a) Standard web hosting
 - (b) Dedicated web hosting
 - (c) colocation webhosting
 - (d) Weblog hosting
- Q50. Many _____ will lease their SSL (secure socket layer) certificates to websites for an additional fee and typically include features like shopping carts:
- (a) Weblog web hosts
 - (b) Ecommerce web hosts
 - (c) Standard web hosts
 - (d) Dedicated web hosts

Q51. When a company wants to become a webhosting business itself is called::

- (a) Ecommerce webhosting
- (b) Reseller webhosting
- (c) Clustered webhosting
- (d) Web log web hosting

Q52. Companies with extremely popular sites will replicate the same contents onto multiple servers in orders to provide better access to website visitors. This is called:

- (a) Standard webhosting
- (b) Reseller webhosting
- (c) Clustered webhosting
- (d) Weblog webhosting

Q53. What file and image hosting does provide is essentially:

- (a) Web hosting
- (b) Clustered hosting
- (c) e-commerce hosting
- (d) Online storage

Q54. When a company hosts weblogs and blogs rather than websites specifically, it is called:

- (a) Standard webhosting
- (b) Dedicated webhosting
- (c) File and image hosting
- (d) Weblog hosting

Q55. Weblog functionality is typically more limited than the:

- (a) Standard webhosting
- (b) Dedicated web hosting
- (c) Clustered web hosting
- (d) Reseller webhosting

Q56. Any communication that necessitates the use of technology is referred to as _____:

- (a) Visual communication
- (b) Oral communication
- (c) Electronic communication
- (d) Written communication

Q57. _____ allows transmission of information through computer systems:

- (a) Visual communication
- (b) Oral communication
- (c) Electronic communication
- (d) Written communication

Q58. Which of the following is least likely to be an advantage of electronic communication?

- (a) One can stay and connected 24/7
- (b) World has become a global village & communication has played a critical role in it.
- (c) It transmits message quickly.
- (d) None of the above

Q59. Social networking sites include:

- (a) Twitter
- (b) Facebook
- (c) Both a & b
- (d) None of the above

- Q60. Which of the following is features of social networking sites?
- (a) Social networking sites manage a system for members to leak messages on their friends' profile.
 - (b) They allow friends or contacts to identity members from their profiles.
 - (c) They have free web space to upload contents.
 - (d) All of the above
- Q61. Which of the following is a disadvantage of electronic communication?
- (a) It has given rise to social depression.
 - (b) It is blamed to have created isolation
 - (c) It creates a computer generated virtual world and its undue use disconnects you from reality.
 - (d) All of the above
- Q62. Which of the following is an advantage of electronic communication?
- (a) It has given rise to social depression.
 - (b) It is blamed to have created isolation
 - (c) It creates a computer generated virtual world and its undue use disconnects you from reality.
 - (d) None of the above
- Q63. _____ requires huge outlay for infrastructural development:
- (a) Communication
 - (b) Formal communication
 - (c) Electronic communication
 - (d) Informal communication
- Q64. Which of the following is Not a feature of social networking sites?
- (a) Social networking sites manage a system for members to leake messages on their friends' profile.
 - (b) They allow friends or contacts to identity members from their profiles.
 - (c) They have free web space to upload contents.
 - (d) None of the above
- Q65. Social networks connect people at:
- (a) High cost
 - (b) Low cost
 - (c) Medium cost
 - (d) Very high cost
- Q66. A _____ allows individuals to build their profiles:
- (a) Mobile system
 - (b) Communication system
 - (c) Social network site
 - (d) Network
- Q67. Which of the following is the features of social network site?
- (a) Send e-mail to each other
 - (b) it has given rise to social depression
 - (c) Data may not be recovered
 - (d) None of the above

- Q68. Which of the following is the practical use of social networking sites?
- (a) Business networking
 - (b) Radio shows
 - (c) Television programs
 - (d) None of the above
- Q69. Which of the following is the practical use of social networking sites?
- (a) Personal interests
 - (b) Business networking
 - (c) Entertainment
 - (d) All of the above
- Q70. Which of the following is least likely to be an advantage of using the social networking websites?
- (a) It helps in establishing link with others
 - (b) It helps students in interacting with each other.
 - (c) It helps members of the sites to develop contacts with entrepreneurs
 - (d) None of the above
- Q71. Which of the following is least likely to be a disadvantage of using the social networking websites?
- (a) Students get addicted to it
 - (b) It creates an imaginary world
 - (c) Online harassment is pretty common
 - (d) None of the above
- Q72. The term blog is derived from the words:
- (a) B log
 - (b) Web log
 - (c) W log
 - (d) All of the above
- Q73. _____ are web based journals:
- (a) e-journals
 - (b) Blog
 - (c) Twitter
 - (d) All of the above
- Q74. _____ is defined as the act of posting content on a blog or posting comments on someone else's blog:
- (a) E-journal
 - (b) Blog
 - (c) Twitter
 - (d) All of the above
- Q75. Since _____ blogging has become a phenomenon amongst web users for personal and business activities:
- (a) 1999
 - (b) 2010
 - (c) 1990
 - (d) 2005
- Q76. _____ is widely used by individuals or groups to maintain a record of opinions, pictures and interests:
- (a) Twitter
 - (b) Internet
 - (c) Blog
 - (d) None of the above

Q77. Entries are normally shown in reverse - chronological order on:

- (a) Social networking websites
- (b) Blogs
- (c) Twitter
- (d) None of the above

Q78. Which of the following is a practical use of Blog?

- (a) A blog is used to record data and findings of an experiment or research results.
- (b) A blog is used just as a journal / diary to record one's experiences, thoughts and opinions.
- (c) Both a & b
- (d) None of the above

Q79. Which of the following is least likely to be a feature of a blog?

- (a) Content is regularly updated.
- (b) It is very easy to add new content
- (c) Contents generally are listed in chronological order with recent post on top.
- (d) None of the above

Q80. Which of the following allows the audience to leave comments that indeed can be regarded as a great way to build relationships with the visitors of the sites?

- (a) Blog
- (b) Twitter
- (c) Websites
- (d) None of the above

Q81. It is very easy to add new content on a blog i.e:

- (a) Click on new post
- (b) Click on add content
- (c) Click on publish
- (d) All of the above

Q82. Which of the following is least likely to be an advantage of blog?

- (a) It is normally regularly updated and are great learning experience.
- (b) It satisfies the need to express one's feelings, it is a fun for everyone.
- (c) It allows to interact with people and get their feedback and that too at no or very little cost.
- (d) None of the above

Q83. Which of the following is an advantage of blog?

- (a) It is normally regularly updated and are great learning experience.
- (b) It satisfies the need to express one's feelings, it is a fun for everyone.
- (c) It allows to interact with people and get their feedback and that too at no or very little cost.
- (d) All of the above

Q84. The act of writing a post for a blog is called:

- (a) Blogging
- (b) Blogger
- (c) Blogosphere
- (d) All of the above

Q85. A person who writes content for a blog is called:

- (a) Blogging
- (b) Blogger
- (c) Blogosphere
- (d) All of the above

Q86. The online community of blogs and bloggers is called:

- (a) Blogging
- (b) Blogger
- (c) Blogosphere
- (d) All of the above

Q87. Which of the following is the type of Blogs?

- (a) Personal blogs
- (b) By genre
- (c) By device
- (d) All of the above

Q88. Which of the following is least likely to be a type of Blogs?

- (a) Personal blogs
- (b) By genre
- (c) By device
- (d) None of the above

Q89. _____ is an on-going diary or personal journal written by an individual and is the traditional and most common form of a blog:

- (a) Personal blog
- (b) By genre
- (c) By device
- (d) Corporate and organizational blog

Q90. _____ can be internal or external to an either organization:

- (a) Personal blogs
- (b) Corporate and organizational blogs
- (c) By genre
- (d) By device

Q91. _____ blog is chiefly textual, whereas some focus on art, photograph, videos, music etc.

- (a) Personal
- (b) Corporate organizational
- (c) By genre
- (d) By device

Q92. Another important type of blogging is _____ that features very short posts:

- (a) Personal blog
- (b) Corporate and organizational blog
- (c) Micro blogging
- (d) By device blog

Q93. Sometimes blogs are defined on the basis of the type of _____ that is used to create it:

- (a) Corporation
- (b) Organization
- (c) Company
- (d) Device

Q94. A blog written by a mobile device can be referred to as a _____:

- (a) Mob - log
- (b) Micro-blog
- (c) Macro - blog
- (d) Online blog

- Q95. _____ is a method of publishing files to the internet, this activity allows users to get subscribed to feed and receive new files automatically by subscription that usually covers no cost:
- (a) Blogging (b) Podcasting
(c) Video blogging (d) Mob-logging
- Q96. Which of the following is the feature of podcast?
- (a) It can be downloaded from internet.
(b) its content is regularly updated.
(c) its content is listed in chronological order.
(d) None of the above
- Q97. A _____ is a media file that can be downloaded from internet:
- (a) Blog (b) Podcast
(c) Twitter (d) None of the above
- Q98. Which of the following is least likely be a practical use of podcasting?
- (a) Radio shows (b) Television programs
(c) Delivering lectures (d) None of the above
- Q99. _____ can be extremely useful in such instances where the guest speakers who are invited for some event and remain unable to come for any reason:
- (a) Blog (b) Podcast
(c) Twitter (d) Discussion board
- Q100. _____ is especially useful if the students missed the class or are registered with some distance learning of a course:
- (a) Blog (b) Twitter
(c) Podcast (d) Discussion Board
- Q101. Which of the following is an advantage of podcast?
- (a) Accessibility issues (b) Easy reach
(c) Real-time communication (d) Compatibility
- Q102. The automatic subscription feature of _____ serves as a key benefit to ensure that subscribers receive the latest files without having to visit each time to check if there have been updates lately:
- (a) Blog (b) Podcast
(c) Twitter (d) Discussion board

Q103. Which of the following is the disadvantage of podcast?

- (a) Accessibility issues
- (b) Productivity issues
- (c) Both a & b
- (d) None of the above

Q104. _____ are internet chat forums:

- (a) Blogs
- (b) Twitters
- (c) Podcasts
- (d) Discussion boards

Q105. Which of the following is the type of discussion board?

- (a) Moderated
- (b) Un-moderated
- (c) Both a + b
- (d) None of the above

Q106. _____ is a type of discussion board where an administrator makes it sure that the discussion stays on topic and adapts to netiquette rules:

- (a) Un-moderated
- (b) Moderated
- (c) Bulletin
- (d) All of the above

Q107. In un-moderated discussion boards no _____ is found who may allow discussion to stay on target:

- (a) Administrator
- (b) Chat group
- (c) Discussion group
- (d) Online group

Q108. Which of the following is least likely to be the feature of discussion board?

- (a) There is no limit on the overall number of members, messages, threads, messages topics, or replies.
- (b) Members can attach pictures, photographs, presentations etc and upload them.
- (c) Certain messages always appear at the top of discussion boards, regardless of chronological order or any other sorting scheme.
- (d) None of the above

Q109. Which of the following is least likely be the an advantage of discussion board?

- (a) Ability to express and see differing views and opinions on a diverse range of topics.
- (b) Freedom of speech can be exercised and people can write in any form they want.
- (c) Owing to continuous posting, users improve their writing skills and habits and become more alert, responsive and well-informed of others' ideas.
- (d) None of the above

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Q111. Which of the following is an advantage of discussion board?

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- (c) Owing to continuous posting, users improve their writing skills and habits and become more alert, responsive and well-informed of others ideas.
- (d) All of the above.

Q112. Which of the following is the disadvantage of discussion board?

- (a) Opens you up to hackers, spammers and predators.
- (b) Posts may not be reliable, and instead of helping clear up questions, they can bring up more questions.
- (c) Creating a successful forum is strenuous because the forum master must present all the issues for discussion on a continuous basis for months and the topics have to be stimulating and interesting so that people start commenting over it.
- (d) All of the above

Q113. Which of the following is least likely to be a disadvantage of discussion board?

- (a) Opens you up to hackers, spammers and predators.
- (b) Posts may not be reliable, and instead of helping clear up questions, they can bring up more questions.
- (c) Creating a successful forum is strenuous because the forum master must present all the issues for discussion on a continuous basis for months and the topics have to be stimulating and interesting so that people start commenting over it.
- (d) None of the above

Q114. Which of the following are features of text messaging?

- (a) It is a communication over phone.
- (b) These messages are sent using phone numbers over a mobile network.
- (c) It is not a free service.
- (d) All of the above

Q115. Which of the following is least likely to be a feature of text message?

- (a) It is a communication over phone.
- (b) These messages are sent using phone numbers over a mobile network.
- (c) It is not a free service.
- (d) None of the above

Q116. Which of the following is least likely to be an advantage of text message?

- (a) You can send quick message easily.
- (b) You can save texts.
- (c) Fairly cheaper than many other communication.
- (d) None of the above

Q117. Which of the following is an advantage of text message?

- (a) You can send quick message easily.
- (b) You can save texts.
- (c) Fairly cheaper than many other communication.
- (d) All of the above

Q118. Which of the following is a disadvantage of text message?

- (a) Long texts cost more money than a short text.
- (b) Sometimes others messages might go unheard and might get deleted mistakenly.
- (c) Irritating messages may not be avoided.
- (d) All of the above

Q119. Which of the following is least likely to be disadvantages of text message?

- (a) Long texts cost more money than a short text.
- (b) Sometimes others messages might go unheard and might get deleted mistakenly.
- (c) Irritating messages may not be avoided.
- (d) None of the above.

Q120. _____ is termed as real time communication to other network users around the world:

- | | |
|----------------------------|------------------------|
| (a) Long text message | (b) Short text message |
| (c) Chat / instant message | (d) Podcasting |

Q121. Which of the following is the feature of chat / instant message?

- (a) Instant messages are sent using a program or application using internet and if the recipient is also logged in to that application the message and exchange of messages are instant.
- (b) It facilitates real time communication and is normally free or involves too little cost.
- (c) Both 'a' & 'b'
- (d) None of the above

Q122. Which of the following is an advantage of chat / instant message?

- (a) Cost savings
- (b) Real time communication
- (c) Both a & b
- (d) None of the above

Q123. Unlike _____ instant messaging offers real time communication between users:

- (a) Text messaging
- (b) e-mail
- (c) Post casting
- (d) All of the above

Q124. Which of the following is least likely be a disadvantage of chat / instant messaging?

- (a) Sensitive information
- (b) Compatibility
- (c) Distraction
- (d) None of the above

Q125. Which of the following is a disadvantage of chat / instant messaging:

- (a) Leaking of sensitive information
- (b) Incompatibility
- (c) Distraction
- (d) All of the above

Q126. To send same email simultaneously to several people we have to click on the button labelled:

- (a) Send
- (b) "cc"
- (c) "bcc"
- (d) "to"

Q127. To send copies of email to some people without letting others know we have to click on the button labelled:

- (a) Send
- (b) "cc"
- (c) "bcc"
- (d) "to"

Q128. An unauthorized access to your computer or network is called:

- (a) Virus
- (b) Hacking
- (c) Theft
- (d) Offence

Q129. Software which prevents "hacking" is called:

- (a) Security code
- (b) Security wall
- (c) Fire code
- (d) Fire wall

Q130. The highly cost effective system of sending any message is:

- (a) Surface mail
- (b) E-mail
- (c) Telex
- (d) Text message (SMS)

Q131. The term used for emails regarding advertisements which you do not want is:

- | | |
|-----------|--------------|
| (a) Virus | (b) Filter |
| (c) Spam | (d) Password |

Q132. The program which prevents the computer from working properly is called:

- | | |
|---------------|------------|
| (a) Spam | (b) Virus |
| (c) Fire wall | (d) Filter |

Q133. An e-mail attachment can harm the computer if it contains:

- | | |
|------------------|------------------|
| (a) Small data | (b) Many folders |
| (c) Large folder | (d) Virus |

Q134. An e-mail term meaning to insult, provoke or comment too much about something that is irrelevant is:

- | | |
|-------------|-------------|
| (a) Blaming | (b) Teasing |
| (c) Spam | (d) Flaming |

Q135. Holding routine meetings, negotiating business deals and interviewing job candidate are the uses of:

- | | |
|------------------------|-------------------|
| (a) Video conferencing | (b) Telecommuting |
| (c) Facsimile | (d) Internet |

Q136. Electronic office refers to the use of:

- | | |
|---------------------------------------|---------------------------------|
| (a) Written means of communication | (b) Oral means of communication |
| (c) Electronic means of communication | (d) None of the above |

Q137. Video conference is an exchange between people in which they interact:

- | | |
|--------------------|--------------------|
| (a) Personally | (b) Electronically |
| (c) Telephonically | (d) Via fax |

Q138. A system of sending message via computer and internal network is famously known as:

- | | |
|----------------------|-----------------------|
| (a) Video conference | (b) Multimedia |
| (c) Email | (d) None of the above |

Q139. The vast growing global networks of computer networks with no central management or ownership is called:

- | | |
|--------------|----------------|
| (a) Intranet | (b) Extranet |
| (c) Internet | (d) Multimedia |

Q140. Internal network that uses internet technology and is accessible only to employees is called:

- (a) Extranet
- (b) Intranet
- (c) Facsimile
- (d) Telex

Q141. The employees of different branches of any organization can share each other's ideas effectively through:

- (a) Telecommuting
- (b) Video conferencing
- (c) E – mail
- (d) Facsimile

Q142. Video conferencing interviews are:

- (a) Used mostly in first interviews
- (b) Not used often
- (c) More expensive because of the equipment
- (d) Cost effective for employers when interviewing out of town candidates

Q143. Which of the following are parts of an e – mail header?

- (a) To
- (b) From
- (c) Subject
- (d) All of the above

Q144. Which of the following are the ways in which email privacy can be compromised?

- (a) Forwarding email without the authors consent
- (b) Deleted messages can live on in backup file
- (c) Everyone in the mailing list receives a copy
- (d) All of the above

Q145. Which of the following is a guideline for writing and using email?

- (a) Indent paragraphs
- (b) Keep it short
- (c) End without a signature block
- (d) Do not write a clear explicit subject line

Q146. Guidelines that address global users with email are:

- (a) Convey respect for your recipient
- (b) Write simple, short sentences that are easy to translate
- (c) Avoid humor, idioms and slang
- (d) All of the above

Q147. Following is not an appropriate purpose for workplace email:

- (a) Updating team members on a project
- (b) Requesting a raise in salary
- (c) Scheduling a meeting
- (d) Sending simple memos

Q148. Which of the following is a limitation of E – mail?

- (a) It is highly cost effective
- (b) It can be retained and retrieved readily
- (c) It can transmit a lot of junk mail
- (d) It can be edited

Q149. Which of the following statements about email is not true?

- (a) Emails are highly cost effective
- (b) Emails leave an electronic paper trail
- (c) Email privacy cannot be compromised
- (d) Email is useful for people working in different time zones

Q150. Which of the following is the correct form of an e – mail address?

- (a) Imaran01.hotmail.com
- (b) Hotmail.com@imran01
- (c) imran01@com.hotmial.
- (d) imran01@hotmail.com

Q151. Which of the following statements about video conferencing is NOT true?

- (a) Participants should wait for their time to speak
- (b) Speak loudly and clearly
- (c) Dress for the occasion
- (d) Social exchanges are maximum

Q152. Which strategy does not ensure successful video conferences?

- (a) Providing an agenda
- (b) Scheduling sessions in advance
- (c) Start on time
- (d) Setting no time limits

Q153. The benefits of video conferencing include_____

- (a) Can improve work quality
- (b) Reduce costs
- (c) Increase productivity
- (d) All of the above

Q154. Which of the following is NOT a video conferencing etiquette?

- (a) Introducing ever one
- (b) Talking to other local participants
- (c) Connecting
- (d) and testing prior to the scheduled time
- (e) Speaking loudly

Q155. When sending an e – mail, the _____ line describes the contents about the message:

- | | |
|-------------|--------------|
| (a) To | (b) Contents |
| (c) Subject | (d) cc |

Q156. If a user wants to send a copy of an e – mail message to a friend he/she will click on the button:

- | | |
|-----------------|-----------------------|
| (a) New | (b) Forward |
| (c) Group reply | (d) Sender only reply |

Q157. A user can set rules for incoming mail through an email filtering system, except for which of the following:

- | | |
|----------------------------|------------------------------------|
| (a) Subject content | (b) Names within the "to and from" |
| (c) Virus acceptance level | (d) Specific words in the body |

Q158. There is an automatic system in most of the programmes to complete the following two parts in an email:

- | | |
|----------------------|-------------------------|
| (a) From : and date: | (b) From : and to: |
| (c) From : and body: | (d) Form : and subject: |

Q158. A message sent through email is automatically deleted if it is more than:

- | | |
|-----------|-----------|
| (a) 10 MB | (b) 15 MB |
| (c) 25 MB | (d) 35 MB |

Q160. In e-mail, use of _____ letters should be done sparingly:

- | | |
|------------|----------------------|
| (a) Small | (b) Capital |
| (c) Medium | (d) All of the above |

Q161. Most email systems support the use of folders to help you manage and file your emails. The concept is similar to:

- | | |
|---------------------|---------------------|
| (a) Website hosting | (b) Window explorer |
| (c) E-library | (d) Web service |

Q162. Inbox, Sent, Junk, Deleted and Drafts are examples of:

- | | |
|----------------------|--------------------------|
| (a) Standard folders | (b) Personalised folders |
| (c) Weblog | (d) Web service |

Q163. Client matters, suppliers, IT issues, corporate communications, urgent, and personal icons are examples of:

- | | |
|----------------------|--------------------------|
| (a) Standard folders | (b) Personalised folders |
| (c) Spasm Folders | (d) All of the above |

Q164. Which of the following is the benefit of email?

- | | |
|--------------------|----------------------|
| (a) Email overload | (b) Spam |
| (c) Low cost | (d) All of the above |

Q165. Spam is one of the:

- | | |
|----------------------|-------------------------|
| (a) Benefit of email | (b) Limitation of email |
| (c) Example of email | (d) Type of email |

Q166. Emails may carry viruses which:

- | | |
|--------------------|-----------------------|
| (a) Cause diseases | (b) Are early to deal |
| (c) Are harmless | (d) Spread rapidly |

Q167. Email, face to face conversation, letter, memo, phone call and video conference are:

- | | |
|------------------------------------|---|
| (a) Quicker communication sources | (b) Different channels of communication |
| (c) Slow channels of communication | (d) None of the above |

Q168. A system used by people in different physical locations to hold a meeting is called:

- | | |
|------------------------|------------------------|
| (a) Computer system | (b) IT system |
| (c) Information system | (d) Video conferencing |

Q169. E-commerce web hosting describes when an _____ has been added to one of the above types of web hosting to protect customers when paying for goods:

- | | |
|------------|---------|
| (a) e-mail | (b) IT |
| (c) FTP | (d) SSL |

Q170. SSL certificates in Ecommerce stand for:

- | | |
|-------------------------|---------------------------|
| (a) Secure socket layer | (b) Secure software layer |
| (c) Secure system layer | (d) Secure standard layer |

Q171. File and image hosting is technically web hosting in that customers' websites are not hosted by the file and image host:

- | | |
|----------------|---------------|
| (a) Like | (b) Not |
| (c) Similar to | (d) More than |

Q172. An intranet is similar to the internet except that it is _____ to a company:

- | | |
|--------------------------------|-----------------------|
| (a) External | (b) Internal |
| (c) Both external and internal | (d) None of the above |

Q173. Emails are computer files stored on an _____ server:

- | | |
|------------|----------|
| (a) Office | (b) Web |
| (c) email | (d) File |

- Q174.** A user can view the same email account from their smart phone as well as their laptop computer. This is an example of:
- (a) Clustered hosting
 - (b) Web hosting
 - (c) Corporate communications
 - (d) Synchronizing email
- Q175.** Most email applications either automatically refresh the local contents of the mailbox or alternatively have a simple "refresh email" or _____ button that can be used to refresh the mailbox:
- (a) "Send/Receive"
 - (b) "Format text"
 - (c) "Review"
 - (d) "Forward"
- Q176.** Some systems also include _____ which quarantine what appear to be unwanted spam emails:
- (a) Programs
 - (b) Buttons
 - (c) Spasm filters
 - (d) Suppliers
- Q177.** In email system, client matters, urgent and IT issues are called:
- (a) General folders
 - (b) Hidden folders
 - (c) Word folders
 - (d) Personalized folders
- Q178.** The email system will normally include some standard folders. Which of the following is not a standard folder?
- (a) Junk
 - (b) Deleted
 - (c) Drafts
 - (d) None of the above
- Q179.** Which of the following is not a benefit of email:
- (a) Low cost
 - (b) Electronic signatures may not be legally binding in some jurisdiction
 - (c) Good for environment
 - (d) Recipients can access emails any where
- Q180.** Which of the following is NOT a benefit of video conferencing?
- (a) Improved hiring process
 - (b) Facilitation in working at home
 - (c) Reliance on stable communication links
 - (d) All of the above
- Q181.** What is meant by e-mail overload?
- (a) Sending large amount of e-mails
 - (b) Including non-relevant recipients in e-mails
 - (c) Overloading the network through sending large attachments
 - (d) All of the above

Q182. The term 'spam' denotes

- (a) Unwanted advertisement e-mails
- (b) E-mails containing viruses
- (c) Network error during sending e-mail
- (d) All of the above

Q183. Which of the following is suitable to use when retention of record is necessary?

- (a) E-mail
- (b) Phone call
- (c) Face-to-face conversation
- (d) All of the above

Q184. Standard folder(s) in email system can be:

- (a) Junk
- (b) Drafts
- (c) Inbox
- (d) All of the above

Q185. What is meant by synchronizing e-mail?

- (a) Moving mail from server to different devices
- (b) Copying mail from server to different devices
- (c) All of the above
- (d) None of the above

Q186. What does a web browser do when you access your e-mail?

- (a) It makes a copy of the e-mail from server and displays it
- (b) It lets you access the mail directly on server
- (c) Both of the above functions
- (d) None of the above

Q187. Which of the following webhosting types can be used as e-commerce web hosting?

- (a) Clustered
- (b) Reseller
- (c) Dedicated
- (d) All of the above

Q188. In a managed colocation web hosting environment, the web host provides:

- (a) An IT department
- (b) An IT department and security measures
- (c) An accounting department
- (d) None of the above

Q189. Up-time stands for:

- (a) The period when a website is available
- (b) The period when a website unavailable due to problems
- (c) Total time when a website is available and unavailable
- (d) None of the above

Q190. Up-time is commonly measured in

- | | |
|-------------|-------------|
| (a) Minutes | (b) Seconds |
| (c) Nines | (d) Fives |

Q191. Key considerations when selecting a web host would least likely include which of the following?

- | | |
|--------------------------------|------------------------|
| (a) VHF compatibility | (b) Bandwidth |
| (c) Number of domains required | (d) Up-time percentage |

Q192. Factor(s) to consider when selecting the web hosting service can be:

- | | |
|--------------------------|--|
| (a) Down-time percentage | (b) Storage space and bandwidth on offer |
| (c) Technical support | (d) All of the above |

Q193. Which of the following statements regarding 'world wide web' is incorrect?

- (a) It is a global collection of documents and images stored at millions of database
- (b) Internet is a sub-set of world wide web
- (c) Documents, images and resources on world wide web are interrelated by hyperlinks
- (d) Web browser software is used to access the world wide web

Q194. Before forwarding an email, one should:

- (a) Review the contents to ensure there's nothing confidential that should not be forwarded
- (b) Ensure that email being replied is important for all recipients
- (c) Ensure that reply is sent to all addresses mentioned in the received email
- (d) All of the above

Q195. Use of Internet depends upon application of:

- | | |
|----------------------|-----------------------|
| (a) World Wide Web | (b) Server |
| (c) Both (a) and (b) | (d) None of the above |

Chapter-1

THE COMMUNICATION PROCESS

- | | | |
|--------|--------|--------|
| 1. c | 2. d | 3. d |
| 4. b | 5. c | 6. b |
| 7. c | 8. d | 9. a |
| 10. b | 11. b | 12. a |
| 13. a | 14. c | 15. b |
| 16. b | 17. b | 18. d |
| 19. c | 20. b | 21. c |
| 22. c | 23. a | 24. c |
| 25. d | 26. c | 27. a |
| 28. c | 29. b | 30. a |
| 31. c | 32. b | 33. a |
| 34. b | 35. c | 36. b |
| 37. b | 38. b | 39. b |
| 40. d | 41. d | 42. c |
| 43. d | 44. c | 45. d |
| 46. a | 47. c | 48. c |
| 49. a | 50. c | 51. d |
| 52. d | 53. c | 54. d |
| 55. b | 56. c | 57. c |
| 58. d | 59. c | 60. d |
| 61. b | 62. c | 63. b |
| 64. b | 65. a | 66. a |
| 67. b | 68. b | 69. b |
| 70. b | 71. c | 72. d |
| 73. a | 74. c | 75. d |
| 76. d | 77. b | 78. a |
| 79. d | 80. a | 81. a |
| 82. d | 83. a | 84. b |
| 85. b | 86. b | 87. c |
| 88. c | 89. c | 90. b |
| 91. d | 92. d | 93. d |
| 94. b | 95. d | 96. d |
| 97. c | 98. d | 99. d |
| 100. c | 101. b | 102. d |
| 103. b | 104. c | 105. c |
| 106. a | 107. c | 108. b |
| 109. c | 110. d | 111. b |
| 112. a | 113. b | 114. c |
| 115. a | 116. c | 117. d |
| 118. d | 119. c | 120. b |
| 121. a | 122. b | 123. d |
| 124. d | 125. c | |

Chapter-2

THE BUSINESS COMMUNICATION

1.	a	2.	c	3.	a
4.	c	5.	c	6.	c
7.	c	8.	b	9.	b
10.	c	11.	c	12.	a
13.	c	14.	b	15.	c
16.	b	17.	d	18.	d
19.	c	20.	b	21.	d
22.	a	23.	d	24.	b
25.	b	26.	c	27.	c
28.	d	29.	b	30.	c
31.	d	32.	a	33.	b
34.	c	35.	d	36.	b
37.	c	38.	d	39.	d
40.	b	41.	c	42.	b
43.	d	44.	b	45.	a
46.	b	47.	d	48.	b
49.	a	50.	d	51.	a
52.	c	53.	d	54.	b
55.	b	56.	c	57.	b
58.	b	59.	c	60.	b
61.	a	62.	a	63.	d
64.	d	65.	c	66.	b
67.	c	68.	d	69.	c
70.	c	71.	b	72.	b
73.	a	74.	c	75.	a
76.	d	77.	d	78.	b

Chapter-3

SEVEN C'S OF EFFECTIVE COMMUNICATION

- | | | |
|-------|-------|-------|
| 1. c | 2. b | 3. a |
| 4. c | 5. a | 6. c |
| 7. a | 8. a | 9. b |
| 10. c | 11. a | 12. c |
| 13. d | 14. d | 15. a |
| 16. a | 17. b | 18. a |
| 19. c | 20. b | 21. d |
| 22. b | 23. c | 24. a |
| 25. d | 26. b | 27. a |
| 28. a | 29. c | 30. c |
| 31. a | 32. d | 33. c |
| 34. c | 35. b | 36. d |
| 37. c | 38. b | 39. d |
| 40. d | 41. d | 42. b |
| 43. c | 44. b | 45. c |
| 46. c | 47. a | 48. c |
| 49. d | 50. d | 51. c |
| 52. c | 53. c | 54. b |
| 55. b | 56. d | 57. c |
| 58. b | 59. b | 60. d |
| 61. a | | |

Chapter -4

INTRA-PERSONAL & INTERPERSONAL SKILLS

1.	b	2.	b	3.	a
4.	d	5.	b	6.	a
7.	a	8.	d	9.	d
10.	d	11.	a	12.	a
13.	c	14.	b	15.	c
16.	b	17.	a	18.	b
19.	c	20.	b	21.	b
22.	b	23.	c	24.	d
25.	a	26.	a	27.	d
28.	d	29.	c	30.	b
31.	a	32.	a	33.	b
34.	c	35.	d	36.	d
37.	d	38.	a	39.	b
40.	d	41.	c	42.	b
43.	b	44.	d	45.	d
46.	c	47.	c	48.	b
49.	c	50.	b	51.	d
52.	d	53.	b	54.	a
55.	c	56.	d	57.	a
58.	c	59.	d	60.	d
61.	c	62.	d	63.	a
64.	b	65.	d	66.	c
67.	d	68.	c	69.	a
70.	d	71.	d	72.	c
73.	c	74.	a	75.	d
76.	d	77.	a	78.	b
79.	c	80.	b	81.	d
82.	a	83.	c	84.	a
85.	a	86.	b	87.	c
88.	d	89.	c	90.	d
91.	c	92.	c	93.	b
94.	a	95.	a	96.	c
97.	d	98.	d	99.	b
100.	a	101.	c	102.	d

Chapter-5

FORMS OF BUSINESS COMMUNICATION

- | | | |
|--------|--------|--------|
| 1. d | 2. c | 3. d |
| 4. c | 5. d | 6. d |
| 7. c | 8. c | 9. b |
| 10. b | 11. d | 12. d |
| 13. c | 14. c | 15. a |
| 16. b | 17. d | 18. a |
| 19. d | 20. c | 21. d |
| 22. d | 23. a | 24. c |
| 25. d | 26. b | 27. d |
| 28. a | 29. c | 30. a |
| 31. c | 32. c | 33. b |
| 34. c | 35. b | 36. c |
| 37. d | 38. d | 39. d |
| 40. b | 41. b | 42. a |
| 43. c | 44. d | 45. c |
| 46. d | 47. c | 48. a |
| 49. c | 50. d | 51. c |
| 52. c | 53. d | 54. b |
| 55. a | 56. d | 57. d |
| 58. b | 59. b | 60. b |
| 61. c | 62. c | 63. c |
| 64. d | 65. d | 66. d |
| 67. d | 68. c | 69. b |
| 70. c | 71. d | 72. b |
| 73. d | 74. d | 75. d |
| 76. d | 77. d | 78. d |
| 79. d | 80. d | 81. d |
| 82. a | 83. b | 84. d |
| 85. c | 86. d | 87. a |
| 88. d | 89. c | 90. d |
| 91. a | 92. b | 93. b |
| 94. c | 95. c | 96. c |
| 97. b | 98. a | 99. c |
| 100. c | 101. a | 102. c |
| 103. c | 104. d | 105. b |
| 106. d | 107. c | 108. d |
| 109. d | 110. d | 111. c |
| 112. d | 113. d | 114. d |
| 115. c | 116. d | 117. c |
| 118. a | 119. c | 120. a |
| 121. b | 122. a | 123. b |
| 124. c | 125. d | 126. c |
| 127. b | 128. c | 129. d |
| 130. d | 131. c | 132. c |
| 133. d | 134. a | 135. c |
| 136. a | | |

Chapter-6

WRITTEN BUSINESS MESSAGES

- | | | |
|-------|-------|-------|
| 1. d | 2. a | 3. d |
| 4. b | 5. d | 6. d |
| 7. c | 8. d | 9. a |
| 10. b | 11. d | 12. c |
| 13. b | 14. c | 15. c |
| 16. d | 17. b | 18. d |
| 19. a | 20. d | 21. b |
| 22. a | 23. b | 24. c |
| 25. d | 26. d | 27. a |
| 28. b | 29. b | 30. a |
| 31. d | 32. d | 33. c |
| 34. d | 35. c | 36. d |
| 37. c | 38. c | 39. c |
| 40. d | 41. b | 42. d |
| 43. d | 44. c | 45. c |
| 46. a | 47. b | 48. c |
| 49. c | 50. c | 51. b |
| 52. a | 53. b | 54. c |

Chapter-7
LETTERS AND CIRCULARS

- | | | |
|-------|-------|-------|
| 1. b | 2. b | 3. b |
| 4. b | 5. b | 6. a |
| 7. a | 8. b | 9. c |
| 10. d | 11. c | 12. b |
| 13. a | 14. a | 15. b |
| 16. b | 17. a | 18. d |
| 19. c | 20. c | 21. c |
| 22. c | 23. a | 24. a |
| 25. d | 26. c | 27. b |
| 28. d | 29. b | 30. d |
| 31. d | 32. b | 33. b |
| 34. a | 35. c | 36. c |
| 37. c | 38. b | 39. b |
| 40. c | 41. b | 42. b |
| 43. d | 44. c | 45. a |
| 46. b | 47. b | 48. b |
| 49. b | 50. b | 51. d |
| 52. d | 53. d | 54. c |
| 55. b | 56. c | 57. c |
| 58. b | 59. c | 60. b |
| 61. c | 62. d | 63. b |
| 64. c | 65. d | 66. a |
| 67. a | 68. b | 69. d |
| 70. b | 71. b | 72. a |
| 73. a | 74. c | 75. d |
| 76. b | 77. c | 78. c |

79.	d	80.	d	81.	d
82.	d	83.	c	84.	b
85.	d	86.	a	87.	b
88.	b	89.	c	90.	a
91.	b	92.	c	93.	c
94.	c	95.	c	96.	d
97.	a	98.	c	99.	d
100.	b	101.	c	102.	d
103.	d	104.	c	105.	d
106.	b	107.	c	108.	d
109.	b	110.	c	111.	b
112.	a	113.	c	114.	c
115.	d	116.	b	117.	a
118.	b	119.	d	120.	d
121.	a	122.	c	123.	d
124.	a	125.	b	126.	c
127.	c	128.	d	129.	a
130.	b	131.	b	132.	c
133.	c	134.	c	135.	c
136.	c	137.	c	138.	c
139.	c	140.	d	141.	a
142.	b	143.	b	144.	d
145.	b	146.	c	147.	b
148.	d	149.	d		

Chapter-8
BUSINESS REPORTS

- | | | |
|--------|-------|-------|
| 1. d | 2. d | 3. d |
| 4. a | 5. b | 6. c |
| 7. b | 8. b | 9. c |
| 10. c | 11. a | 12. c |
| 13. c | 14. c | 15. c |
| 16. b | 17. b | 18. c |
| 19. d | 20. a | 21. b |
| 22. c | 23. b | 24. c |
| 25. c | 26. b | 27. c |
| 28. c | 29. c | 30. d |
| 31. c | 32. d | 33. c |
| 34. a | 35. c | 36. b |
| 37. a | 38. b | 39. b |
| 40. d | 41. d | 42. d |
| 43. a | 44. b | 45. d |
| 46. d | 47. a | 48. d |
| 49. d | 50. c | 51. a |
| 52. b | 53. a | 54. b |
| 55. c | 56. b | 57. b |
| 58. b | 59. c | 60. a |
| 61. c | 62. b | 63. b |
| 64. c | 65. d | 66. c |
| 67. b | 68. d | 69. c |
| 70. d | 71. d | 72. d |
| 73. b | 74. b | 75. c |
| 76. b | 77. d | 78. a |
| 79. d | 80. d | 81. b |
| 82. c | 83. d | 84. b |
| 85. a | 86. d | 87. c |
| 88. c | 89. a | 90. d |
| 91. b | 92. d | 93. b |
| 94. d | 95. d | 96. b |
| 97. d | 98. b | 99. b |
| 100. a | | |

Chapter-9

ELECTRONIC COMMUNICATION

1.	c	2.	a	3.	d
4.	b	5.	c	6.	b
7.	d	8.	a	9.	c
10.	c	11.	a	12.	b
13.	b	14.	d	15.	c
16.	b	17.	d	18.	b
19.	a	20.	c	21.	b
22.	c	23.	c	24.	d
25.	a	26.	a	27.	a
28.	b	29.	b	30.	b
31.	c	32.	c	33.	c
34.	d	35.	b	36.	d
37.	b	38.	b	39.	c
40.	b	41.	b	42.	c
43.	d	44.	c	45.	d
46.	c	47.	d	48.	a
49.	c	50.	b	51.	b
52.	c	53.	d	54.	d
55.	a	56.	c	57.	c
58.	d	59.	c	60.	d
61.	d	62.	b	63.	c
64.	d	65.	b	66.	c
67.	a	68.	a	69.	d
70.	d	71.	d	72.	b
73.	b	74.	b	75.	a
76.	c	77.	b	78.	c
79.	d	80.	a	81.	d
82.	d	83.	d	84.	a
85.	b	86.	c	87.	d
88.	d	89.	a	90.	b
91.	c	92.	c	93.	d
94.	a	95.	b	96.	a
97.	b	98.	d	99.	b
100.	c	101.	b	102.	b
103.	c	104.	d	105.	c

- | | | |
|--------|--------|--------|
| 106. b | 107. a | 108. d |
| 109. d | 110. d | 111. d |
| 112. d | 113. d | 114. d |
| 115. d | 116. d | 117. d |
| 118. d | 119. d | 120. c |
| 121. c | 122. c | 123. b |
| 124. d | 125. d | 126. b |
| 127. c | 128. b | 129. d |
| 130. b | 131. c | 132. b |
| 133. d | 134. d | 135. a |
| 136. c | 137. b | 138. c |
| 139. c | 140. b | 141. b |
| 142. d | 143. d | 144. d |
| 145. b | 146. d | 147. b |
| 148. c | 149. c | 150. d |
| 151. d | 152. d | 153. d |
| 154. b | 155. c | 156. b |
| 157. c | 158. a | 159. c |
| 160. b | 161. b | 162. a |
| 163. b | 164. c | 165. b |
| 166. d | 167. b | 168. d |
| 169. d | 170. a | 171. b |
| 172. b | 173. c | 174. d |
| 175. a | 176. c | 177. d |
| 178. d | 179. b | 180. d |
| 181. b | 182. a | 183. a |
| 184. b | 185. b | 186. b |
| 187. d | 188. a | 189. a |
| 190. c | 191. a | 192. d |
| 193. b | 194. a | 195. c |

THE END