

Shri Guru Nanak Degree College

Rudrapur

BCH. 101 Business Communication & English Language

SECTION A: LONG ANSWER QUESTIONS

(Total: 50 Questions | 10 per Unit)

Unit I

1. Explain the importance of the English language in modern business communication.
2. Discuss various views on the significance of the English language.
3. How does punctuation affect the clarity of English communication?
4. Discuss the importance of phonetics in spoken English.
5. Explain different attributes of a good speech with examples.
6. What are the commonly used symbols in written English? Explain their usage.
7. Describe the relevance of English language in a multilingual business environment.
8. Discuss the role of the English language in globalization and business expansion.
9. How does improper punctuation alter the meaning of a sentence? Give examples.
10. Discuss the relationship between sound and meaning in English speech.

Unit II

1. Define communication. Explain its process with a neat diagram.
2. Describe the elements involved in oral and written communication.
3. Discuss the roles of sender and receiver in effective communication.
4. Explain the significance of feedback in the communication process.
5. What are the differences between oral and written communication?
6. Explain the role of noise in the communication process with examples.
7. Discuss the importance of medium/channel in business communication.
8. Describe various forms of written communication used in businesses.
9. Explain barriers to communication and suggest ways to overcome them.
10. Discuss the importance of communication in organizational success.

Unit III

1. Define verbal and written communication. How are they different?
2. Discuss effective verbal communication techniques with examples.
3. Explain dyadic communication and its role in business.
4. Describe the importance of body language in communication.
5. Explain how written communication can be made more effective.
6. Discuss the difference between formal and informal communication.
7. What is cross-cultural communication? Explain with business examples.
8. Explain how active listening improves verbal communication.
9. Discuss communication styles and their impact on interpersonal relationships.
10. How do communication barriers affect dyadic communication?

Unit IV

1. What is business communication? Describe its essential features.
2. Discuss various types of business documents used in organizations.
3. Explain the structure of a technical report with an example.
4. What is a technical description? Give a sample format.
5. Discuss the importance of document design and layout.
6. Explain how emails are used as a tool for business communication.
7. Describe the characteristics of effective business correspondence.
8. What are the steps involved in writing a technical report?
9. How is clarity maintained in technical documents?
10. Discuss how technology has changed business communication.

Unit V

1. Define essay writing. Discuss its structure and types.
2. What is a précis? How is it different from summary writing?
3. Explain the techniques of précis writing with examples.
4. Discuss the features of a good presentation.
5. How are seminars and conferences different? Explain with examples.
6. Discuss the role of OHP and PowerPoint in modern presentations.
7. Explain the steps involved in preparing for a business presentation.
8. Describe the skills required for effective presentation delivery.
9. What are the common mistakes to avoid during presentations?
10. Discuss the importance of written skills in business communication.

SECTION B: SHORT ANSWER QUESTIONS

(Total: 50 Questions | 10 per Unit)

Unit I SECTION B: SHORT ANSWERS (10 per Unit × 5 Units = 50)

Unit I

1. Define English phonetics.
2. List any two attributes of good speech.
3. What is punctuation?
4. Name two essential skills in English communication.
5. Define stress and intonation.
6. What is the importance of clarity in speech?
7. State two reasons English is important in business.
8. What are symbols in language?
9. Define tone in communication.
10. Mention two problems non-native speakers face.

Unit II

11. Define communication.
12. Name two elements of communication.
13. What is encoding?
14. State the role of a sender.
15. What is a feedback loop?
16. Mention two types of communication.

17. Define oral communication.
18. What is non-verbal communication?
19. Give two examples of communication barriers.
20. What is decoding?

Unit III

21. Define verbal communication.
22. Give two examples of written communication.
23. What is formal communication?
24. Define dyadic communication.
25. What is horizontal communication?
26. Mention two features of effective communication.
27. What is the grapevine?
28. What is downward communication?
29. Define informal communication.
30. Give an example of interpersonal communication.

Unit IV

31. Define business communication.
32. What is a technical report?
33. Name two types of business letters.
34. What is a memo?
35. Define a circular.
36. Mention two purposes of business communication.

37. What is a proposal in business?
38. What is a technical description?
39. Name two digital tools for business documentation.
40. What is meant by clarity in writing?

Unit V

41. Define précis writing.
42. What is a seminar?
43. Name two features of a good presentation.
44. What is OHP?
45. What are presentation skills?
46. Name two components of an essay.
47. Define a conference.
48. What is the use of PowerPoint in communication?
49. Mention one benefit of public speaking.
50. What is a visual aid?

Multiple Choice Questions (MCQs)

1. 1. What is the primary purpose of language in communication?
 - a) Entertainment
 - b) Expression of thoughts
 - c) Decoration
 - d) Manipulation
2. 2. Which of the following is NOT a component of good speech?
 - a) Clarity
 - b) Volume
 - c) Grammar mistakes
 - d) Pronunciation
3. 3. Punctuation primarily helps in:
 - a) Decorating text

- b) Making text colorful
 - c) Clarifying meaning
 - d) Replacing grammar
4. 4. The correct punctuation in English for a full stop is:
- a) ,
 - b) ;
 - c) .
 - d) :
5. 5. Which attribute is crucial for good communication?
- a) Speed
 - b) Ambiguity
 - c) Clarity
 - d) Complexity
6. 6. English is considered a global language because:
- a) It is easy to learn
 - b) It has a large vocabulary
 - c) It is widely spoken worldwide
 - d) It is the oldest language
7. 7. Which symbol ends an interrogative sentence?
- a) .
 - b) !
 - c) ?
 - d) ;
8. 8. What is the sound attribute of speech that reflects feelings?
- a) Vocabulary
 - b) Tone
 - c) Grammar
 - d) Accent
9. 9. Punctuation in writing is analogous to ____ in speech.
- a) Grammar
 - b) Tone
 - c) Pause
 - d) Vocabulary
10. 10. Which of the following is not a basic punctuation mark?
- a) Question mark
 - b) Comma
 - c) Hashtag
 - d) Period
11. 11. Communication is a ____ process.
- a) One-way
 - b) Circular
 - c) Linear

- d) Mechanical

12. 12. Which of the following is NOT a component of the communication process?

- a) Sender
- b) Receiver
- c) Channel
- d) Manufacturer

13. 13. What is the medium used to send the message called?

- a) Feedback
- b) Channel
- c) Noise
- d) Source

14. 14. Which form of communication involves body language?

- a) Verbal
- b) Written
- c) Non-verbal
- d) Oral

15. 15. Which element ensures the message is understood?

- a) Encoding
- b) Feedback
- c) Channel
- d) Noise

16. 16. The process of converting a message into words is called:

- a) Decoding
- b) Encoding
- c) Transmitting
- d) Interpreting

17. 17. Written communication is generally:

- a) Informal
- b) Instant
- c) Time-saving
- d) Permanent

18. 18. Which of the following is an example of oral communication?

- a) Email
- b) Memo
- c) Telephonic conversation
- d) Report

19. 19. Which of the following acts as a barrier to communication?

- a) Noise
- b) Clarity
- c) Feedback
- d) Encoding

20. 20. Which of the following is not an element of communication?

- a) Message
- b) Encoding
- c) Disturbance
- d) Feedback

21. 21. Communication between two individuals is called:

- a) Mass communication
- b) Interpersonal communication
- c) Group communication
- d) Intrapersonal communication

22. 22. Dyadic communication involves:

- a) A single person
- b) Two people
- c) A group
- d) A crowd

23. 23. Effective communication includes:

- a) Using jargon
- b) Avoiding feedback
- c) Clear and concise language
- d) Lengthy explanations

24. 24. Written communication is best suited for:

- a) Instant replies
- b) Informal talk
- c) Legal documentation
- d) Emotional expression

25. 25. Which of these is a form of non-verbal communication?

- a) Memo
- b) Letter
- c) Gesture
- d) Email

26. 26. Formal communication flows through:

- a) Grapevine
- b) Social media
- c) Defined channels
- d) Random chat

27. 27. One advantage of verbal communication is:

- a) Record keeping
- b) Time-consuming
- c) Quick feedback
- d) More expensive

28. 28. The main purpose of feedback in communication is:

- a) Blocking the message
- b) Clarifying the message

- c) Delaying the response
- d) Avoiding communication

29. 29. Which is an example of downward communication?

- a) Manager to employee
- b) Employee to manager
- c) Peer to peer
- d) None

30. 30. Communication among team members is known as:

- a) Diagonal
- b) Upward
- c) Horizontal
- d) Downward

31. 31. A business letter should be:

- a) Informal
- b) Chatty
- c) Concise and professional
- d) Full of idioms

32. 32. The first part of a business report is the:

- a) Conclusion
- b) Bibliography
- c) Title page
- d) Findings

33. 33. Technical writing must be:

- a) Emotional
- b) Technical and objective
- c) Poetic
- d) Slang-filled

34. 34. Reports are written for:

- a) Expressing feelings
- b) Decision-making
- c) Compliments
- d) Stories

35. 35. Which is NOT a business document?

- a) Invoice
- b) Agenda
- c) Poem
- d) Memo

36. 36. A résumé is a type of:

- a) Report
- b) Technical document
- c) Personal communication
- d) Job application document

37. 37. A technical description often includes:

- a) Jokes
- b) Visuals and specifications
- c) Dialogues
- d) Stories

38. 38. Which of the following is an example of a business document?

- a) Movie script
- b) Speech
- c) Sales proposal
- d) Personal diary

39. 39. Business letters are generally written in:

- a) Informal tone
- b) Friendly language
- c) Formal tone
- d) Coded language

40. 40. What is used to summarize the purpose of a business report?

- a) Title page
- b) Bibliography
- c) Executive summary
- d) Introduction

41. 41. Précis writing is about:

- a) Expanding text
- b) Summarizing clearly
- c) Adding examples
- d) Writing in poetic form

42. 42. A well-written essay includes:

- a) Grammar errors
- b) No structure
- c) Introduction, body, conclusion
- d) Only conclusion

43. 43. OHP stands for:

- a) Over High Projector
- b) Optical Hand Projector
- c) Overhead Projector
- d) Online Head Program

44. 44. Which of the following enhances a PowerPoint presentation?

- a) Paragraphs of text
- b) Clear bullet points
- c) Complex words
- d) Redundant images

45. 45. An effective seminar presentation should be:

- a) Monotonous

- b) Interactive
- c) One-sided
- d) Too lengthy

46. 46. Which skill is important for delivering a seminar?

- a) Singing
- b) Dancing
- c) Speaking confidently
- d) Writing essays

47. 47. A conference differs from a seminar in:

- a) Being informal
- b) Having no agenda
- c) Being large-scale and formal
- d) Being one-on-one

48. 48. Which of the following is a presentation tool?

- a) Whiteboard
- b) PowerPoint
- c) Notepad
- d) Scanner

49. 49. An effective précis should:

- a) Copy original text
- b) Be lengthy
- c) Be brief and accurate
- d) Include your opinions

50. 50. Which of the following is used for visual presentation in business meetings?

- a) Black board
- b) OHP
- c) Notice board
- d) White paper