

# SHRI GURU NANAK DEGREE COLLEGE, RUDRAPUR

## MCOM 305-B: Business Communication (SEE IV) –

### Question Bank

Long Answer Questions -50 Questions

#### Unit I

1. Define communication and explain its significance in business.
2. Discuss the various types of communication with examples.
3. What are the barriers to communication? Suggest measures to overcome them.
4. Explain the principles of effective communication in a business environment.
5. Distinguish between formal and informal communication.
6. How does communication flow within an organization?
7. Describe the process of communication with a suitable diagram.
8. Discuss the impact of media on business communication.
9. Explain the characteristics of effective business communication.
10. Compare verbal and non-verbal communication in business.

#### Unit II

1. What are the norms for writing effective business letters?
2. Explain the different types of business letters with examples.
3. Discuss the format and components of a formal business letter.
4. What is persuasive correspondence? How is it structured?
5. Write a complaint letter and a response letter.
6. What are circular letters? Explain with a sample.
7. How are adjustment letters written? Explain with an example.
8. What is the role of clarity and conciseness in correspondence?
9. Discuss the importance of tone and politeness in business letters.
10. Compare internal and external correspondence with examples.

#### Unit III

1. Define non-verbal communication and its types.
2. How does body language affect business communication?
3. Explain the use of charts, diagrams, and tables in presentations.
4. Differentiate between audio, visual, and audio-visual communication.
5. Describe the importance of personal appearance in professional settings.
6. What is dyadic communication? Give examples from workplace contexts.
7. How can visual aids enhance message clarity?
8. Compare face-to-face and telephonic communication.
9. Discuss the impact of posture and gestures in communication.
10. What are the advantages and limitations of non-verbal communication?

#### Unit IV

1. Explain the procedure for conducting effective business meetings.
2. What are the key components of a meeting agenda?
3. Discuss the format of minutes and resolutions.
4. How should a business seminar be conducted? Discuss the steps involved.
5. Explain the guidelines for organizing a successful conference.
6. Describe the process of regulating speech in public speaking.
7. What are the criteria for evaluating an oral presentation?
8. Discuss the importance and structure of group discussions.
9. How do you draft a formal business speech?
10. Compare seminars and conferences in terms of objectives and outcomes.

#### Unit V

1. What is report writing? Discuss the structure of a report.
2. Differentiate between long and short reports with examples.
3. Discuss the distinction between formal and informal reports.
4. How is a technical report different from a research report?
5. What are the key components of a formal report?
6. Explain the norms for writing effective research reports.

7. Discuss the importance of exhibits and appendices in reports.
8. How do you ensure accuracy and clarity in report writing?
9. Describe the steps in preparing a technical report.
10. Explain the importance of objectivity and relevance in reports.

## Section B: Short Answer Questions (50 Questions)

### Unit I

1. Define communication in business terms.
2. What is downward communication?
3. List two barriers to effective communication.
4. Mention two media used in business communication.
5. What is feedback in the communication process?
6. Define noise in communication.
7. State two principles of effective communication.
8. What is grapevine communication?
9. Differentiate between oral and written communication.
10. Give two examples of horizontal communication.

### Unit II

1. Define a business letter.
2. What is the purpose of a sales letter?
3. List any two types of business correspondence.
4. What is a memo?
5. What is a follow-up letter?
6. State two characteristics of a good letter.
7. What do you mean by "You" attitude in letters?
8. What is a credit letter?
9. What is an enquiry letter?
10. Write two lines on complaint letters.

### Unit III

1. What is non-verbal communication?
2. Name any two types of body language.
3. What is the use of visual aids in communication?
4. Define dyadic communication.
5. Give two examples of non-verbal cues.
6. What is the role of posture in communication?
7. State the importance of eye contact.
8. Define audio-visual communication.
9. What is paralanguage?
10. Mention two merits of face-to-face communication.

### Unit IV

1. Define a meeting agenda.
2. What are minutes of a meeting?
3. List two types of group discussions.
4. State two advantages of conducting seminars.
5. What is a resolution in meetings?
6. What is an oral presentation?
7. What is the purpose of regulating speech?
8. Define conference in a business setting.
9. List two elements of a successful presentation.
10. What is an impromptu speech?

### Unit V

1. What is the structure of a formal report?
2. Mention two types of reports.
3. Define technical report.
4. What is a research report?
5. What are appendices in a report?

6. What is the difference between summary and conclusion?
7. What are the characteristics of a good report?
8. What is the purpose of a title page in a report?
9. Define informal report.
10. What is the role of exhibits in reports?

### Multiple Choice Questions (50 Questions)

#### Unit I

1. Communication is a \_\_\_\_\_ process.
  - A. Static
  - B. Dynamic
  - C. Rigid
  - D. Passive
2. Which of the following is an example of non-verbal communication?
  - A. Email
  - B. Letter
  - C. Gesture
  - D. Telephone
3. One of the key barriers to communication is:
  - A. Feedback
  - B. Language differences
  - C. Listening
  - D. Clarity
4. The principle of 'completeness' in communication means:
  - A. Being brief
  - B. Including all necessary information
  - C. Using humor
  - D. Being vague

5. Media used in business communication includes:

- A. Email
- B. Reports
- C. Posters
- D. All of the above

6. Formal communication follows:

- A. No rules
- B. Grapevine
- C. Organizational structure
- D. None

7. Effective communication should be:

- A. Complex
- B. One-way
- C. Simple and clear
- D. Vague

8. Downward communication flows from:

- A. Subordinate to superior
- B. Peer to peer
- C. Superior to subordinate
- D. Outside to inside

9. Noise in communication refers to:

- A. Loud sound only
- B. Any disturbance in message flow
- C. Voice tone
- D. Internet speed

10. Which of these is not a type of communication?

- A. Verbal
- B. Written

C. Symbolic

D. Tactile

## Unit II

1. A letter of enquiry is sent to:

A. Register a complaint

B. Request information

C. Offer employment

D. None

2. Circular letters are meant for:

A. One person only

B. Internal communication

C. Mass communication

D. None

3. Memos are usually:

A. Formal letters

B. Emails

C. Internal written communication

D. Advertisements

4. A good business letter must be:

A. Flowery

B. Concise and clear

C. Verbose

D. Informal

5. A sales letter aims to:

A. Report damage

B. Promote product

C. Apologize

D. Inquire

6. Persuasive letters are used to:

- A. Refuse offers
- B. Influence readers
- C. Demand money
- D. Inform about salary

7. A complaint letter is written when:

- A. Service is excellent
- B. Delay occurs
- C. Nothing happens
- D. Payment is made

8. Adjustment letters provide:

- A. Blame
- B. Excuses
- C. Solutions
- D. None

9. Business letters must avoid:

- A. Formal language
- B. Clarity
- C. Ambiguity
- D. Structure

10. The "You" attitude in a letter means:

- A. Writing from the reader's point of view
- B. Ignoring the reader
- C. Being harsh
- D. None

### Unit III

1. Non-verbal communication includes:

- A. Voice



- B. Posture
- C. Message
- D. All

2. Eye contact is a form of:

- A. Written communication
- B. Visual communication
- C. Body language
- D. None

3. Charts and diagrams help in:

- A. Confusing
- B. Making messages lengthy
- C. Clarity
- D. Avoiding communication

4. Audio-visual aids are used to:

- A. Replace face-to-face talk
- B. Help understanding
- C. Increase noise
- D. Avoid feedback

5. Dyadic communication means:

- A. Group talk
- B. Talk between two people
- C. Speech
- D. Report

6. Paralanguage includes:

- A. Tone
- B. Volume
- C. Pitch
- D. All

7. Posture reflects:

- A. Emotion
- B. Noise
- C. Voice
- D. Language

8. Telephonic communication is:

- A. Non-verbal
- B. Visual
- C. C. Oral
- D. Written

9. Visual communication includes:

- A. Letters
- B. Memos
- C. Charts
- D. Speeches

10. Non-verbal messages are mostly:

- A. Misleading
- B. Spontaneous
- C. Written
- D. Controlled

Unit IV & V

1. An agenda is prepared:

- A. After the meeting
- B. Before the meeting
- C. During the meeting
- D. Not required

2. The written record of a meeting is called:

- A. Agenda

- B. Minutes
- C. Report
- D. Resolution

3. Seminar is:

- A. Written exam
- B. Group discussion
- C. Formal meeting
- D. Presentation

4. A conference differs from a seminar in terms of:

- A. Participation level
- B. Number of people
- C. Scope
- D. All

5. Group discussion helps in:

- A. Individual decision
- B. Collective decision
- C. One-way talk
- D. Avoiding interaction

6. Oral presentation evaluates:

- A. Writing skills
- B. Reading speed
- C. Speaking ability
- D. D. None

7. Speech is:

- A. Written communication
- B. Non-verbal
- C. Verbal
- D. Visual

8. Report writing is:

- A. Fiction writing
- B. Informative and formal
- C. Storytelling
- D. None

9. A technical report includes:

- A. Narratives
- B. Imaginative stories
- C. C. Scientific data
- D. D. Opinions

10. Appendices are added:

- A. At the beginning
- B. In the middle
- C. At the end
- D. D. Before title

11. The primary objective of business communication is:

- A. Entertainment
- B. Persuasion only
- C. Sharing information effectively
- D. Advertising

12. Grapevine communication is also known as:

- A. Formal
- B. Vertical
- C. Informal
- D. Written

13. A report written without any specific format is called a:

- A. Formal report
- B. Informal report

C. Technical report

D. Research report

14. Which part of a report summarizes the entire content?

A. Introduction

B. Body

C. Abstract

D. Appendix

15. An example of a visual aid is:

A. Telephone

B. Chart

C. Memo

D. Letter

16. Which of the following is essential in a research report?

A. Humor

B. References

C. Greetings

D. Apology

17. Which of the following best describes effective listening?

A. Passive hearing

B. Interrupting frequently

C. Attentive and responsive hearing

D. Daydreaming

18. Which component of a meeting records decisions made?

A. Agenda

B. Resolution

C. Welcome note

D. Presentation

19. Technical reports are mainly used in:

- A. Literature studies
- B. Engineering and science fields
- C. Social gatherings
- D. Political campaigns

20. Which of the following ensures clarity in business letters?

- A. Use of jargon
- B. Complex vocabulary
- C. Simple and concise language
- D. Decorative words