

SHRI GURU NANAK DEGREE COLLEGE, RUDRAPUR

Business Communication –

Question Bank

50 Long Answer Questions

Unit I: Introduction to Business Communication

1. Define Business Communication and explain its objectives in detail.
2. Discuss the different forms of Business Communication with suitable examples.
3. Explain the communication model and process in a business context.
4. What are the key principles of effective communication?
5. Describe the barriers to effective business communication.
6. Compare and contrast oral and written communication.
7. Illustrate the importance of feedback in the communication process.
8. Explain how communication skills impact business performance.
9. What are the characteristics of successful business communication?
10. Discuss the significance of communication in managerial decision-making.
11. Short Answer Questions
12. Define business communication.
13. Name any two forms of communication.
14. What is decoding in the communication process?
15. Write two principles of effective communication.
16. What is feedback in communication?
17. What do you mean by formal communication?
18. Mention two objectives of communication.
19. Define the term 'sender' in a communication model.
20. What is grapevine communication?
21. What is encoding?
22. Define corporate communication and its significance.
23. Distinguish between formal and informal communication.
24. What are the barriers to communication in corporate settings?
25. Discuss the role of group discussion in business communication.
26. How are mock interviews helpful in improving communication skills?
27. Explain the importance of group presentations in a business environment.

28. Describe the characteristics of effective seminars.
29. Analyze the impact of internal communication networks.
30. What are the types of corporate communication?
31. Explain how individual presentations differ from group presentations
32. What are the essential components of an effective business letter?
33. Discuss the importance of writing business letters in modern organizations.
34. How do you write a business letter to a bank? Give a sample format.
35. Write a letter to an insurance company requesting claim settlement.
36. Explain the principles of oral presentation.
37. What are the key factors affecting presentation effectiveness?
38. Discuss the structure and delivery of a good oral presentation.
39. How does non-verbal communication influence oral communication?
40. Describe the types of body language and their significance in communication.
41. What is para language? Explain with examples.
42. Explain the importance of listening in business communication.
43. Discuss the process and purpose of conducting surveys in business communication.
44. Explain the components and importance of a resume.
45. What is the difference between a letter and an application?
46. Describe how to conduct an effective interview.
47. Long Answer Questions
48. Define modern forms of communication and their types.
49. Discuss the role of email in modern business communication.
50. How do social media platforms influence business communication?

Short Answer Questions

- Define corporate communication.
- What is formal communication?
- Give two examples of informal communication.
- What is group discussion?
- Define mock interview.
- Write one benefit of group presentation.
- Mention a barrier to corporate communication.
- What is a seminar?
- Define network in communication.
- What is individual presentation?
- Define a business letter.
- Write two characteristics of an effective letter.
- What is oral communication?

- Give two examples of non-verbal communication.
- Define body language.
- What is para language?
- Mention two listening skills.
- Write a short note on surveys.
- What is the purpose of a resume?
- Mention two common errors in letter writing.
- Define application.
- What is an interview?
- Write one benefit of oral presentation.
- Define effective listening.
- What is tone in communication?
- What are the characteristics of international communication?
- Describe cultural sensitivity and its role in international communication.
- How can communication be effective in a multicultural workplace?
- Explain how to write for an international audience.
- What are the challenges in cross-cultural communication?
- Describe the importance of language in international business.
- What are the components of an international presentation?
- How do time zones affect global communication?
- Discuss ethical issues in global business communication.
- What is intercultural communication? Explain with examples.
- How can technology enhance international business communication?
- Write about the etiquette of international email writing.
- Short Answer Questions
- Define international communication.
- Give two examples of modern communication tools.
- What is cultural context?
- Define cross-cultural communication.
- Mention two elements of effective global communication.
- What is video conferencing?
- Write one advantage of using emails in business.
- What is language barrier?
- Mention one ethical issue in global communication.
- What is communication etiquette?
- Define multicultural team.
- What is cultural sensitivity?
- Write one tip for writing internationally.
- What is WhatsApp business communication?

- Define digital communication.

MCQs

- The main objective of business communication is:
a) Fun b) Entertainment c) Information exchange d) Conflict
- The sender of the message is also known as:
a) Receiver b) Encoder c) Decoder d) Transmitter
- Which of these is a type of verbal communication?
A) Eye contact b) Written communication c) Facial expression d) Gesture
- Grapevine communication is:
a) Formal b) Official c) Informal d) Vertical
- Communication is complete only when:
a) Sender sends the message b) Receiver receives the message c) Receiver gives feedback d)
- Effective communication is based on:
a) Grammar b) Listening c) Clarity and understanding d) Vocabulary
- Communication model involves:
a) Only sender b) Only receiver c) Sender, message, receiver d) None
- A major barrier to communication is:
a) Knowledge b) Language c) Culture d) Listening
- Which of these is not a principle of communication?
a) Clarity b) Conciseness c) Confusion d) Courtesy
- Formal communication flows through:
a) Grapevine b) Hierarchical structure c) Informal channels d) None
- Informal communication is also called:
a) Official b) Grapevine c) Downward d) Horizontal
- A common barrier to corporate communication is:
a) Motivation b) Attitude c) Feedback d) None

- Mock interviews are conducted for:
a) Real job selection b) Time pass c) Practicing interview skills d) Formal meetings
- Group discussions are part of:
a) Informal events b) Social media c) Selection process d) Advertisements
- Which of these is not part of corporate communication?
Business letters b) Memos c) Facebook stories d) Emails
- Seminars help in:
a) Entertainment b) Audience engagement c) Information sharing d) Time pass
- Communication within a company is called:
a) External b) Internal c) Horizontal d) Vertical
- One key to successful group presentation is:
a) Domination b) Silence c) Coordination d) Hesitation
- Grapevine communication is usually:
a) Reliable b) Controlled c) Uncontrolled d) Legal
- 22. Which of these is not a type of business letter?
a) Complaint letter b) Personal letter c) Inquiry letter d) Sales letter
- 23. The body of a business letter usually contains:
a) Date only b) Salutation only c) Main message d) Closing line
- 24. Resume is also known as:
a) Cover letter b) CV c) Report d) Memo
- One example of non-verbal communication is:
a) Speaking b) Writing c) Eye contact d) Email
- The tone of a letter refers to its:
a) Format b) Volume c) Attitude d) Length
- Para language includes:

a) Grammar b) Pitch and tone c) Text d) Punctuation

- Which of these is an example of oral communication?
a) Letter b) Report c) Presentation d) Notice
- A letter of application is written to:
a) Colleague b) Friend c) Employer d) Teacher
- Effective presentation includes:
a) Rambling speech b) Monotone voice c) Clear structure d) No visual aids
- Interviewing skill includes:
a) Only speaking b) Listening and questioning c) Email writing d) None of these
- Which part of the letter carries the sender's name?
a) Body b) Heading c) Signature block d) Salutation
- Which of these improves listening skills?
a) Interrupting b) Judging c) Active attention d) Ignoring
- A good resume must be:
a) Lengthy b) Attractive but false c) Brief and truthful d) Irrelevant
- Which skill is essential during interviews?
a) Argument b) Shouting c) Confidence d) Avoidance
- A business application is generally:
a) Informal b) Casual c) Formal d) None
- Email is an example of:
a) Verbal communication b) Non-verbal communication c) Modern communication
d) Informal speech
- A key challenge in international communication is:
a) Technology b) Cultural differences c) Formality d) Grammar
- Cross-cultural communication requires:
a) Stereotyping b) Sensitivity c) Prejudice d) All of the above
- Which of these is a modern communication tool?

a)Telegram b) Morse code c) Postcard d) Letter

- Effective global communication includes:
a)Ignoring differences b) Using simple language c) Avoiding visuals d) Complex grammar
- Communication between people of different nationalities is:
a)Verbal b) Local c) International d) Informal
- Cultural context refers to:
a)Physical background b) Environment only c) Shared beliefs and values d) Weather
- Which tool allows face-to-face digital meetings?
a)Email b) WhatsApp c) Zoom d) SMS
- Which of the following is important in email writing?
a)Subject line b) Fancy font c) Long paragraphs d) Slang
- A major issue in intercultural communication is:
a)Time b) Space c) Misunderstanding d) Agreement
- Digital communication excludes:
a)Email b) Social media c) Letter by post d) Messaging app
- An international audience prefers communication that is:
a)Complicated b) Informal c) Simple and clear d) Biased
- Cultural sensitivity promotes:
a)Bias b) Miscommunication c) Mutual respect d) Conflict
- Intercultural communication takes place between:
a)Same region b) Same culture c) Different cultures d) None
- Ethical communication avoids:
a)Respect b) Honesty c) Plagiarism d) Transparency