



Biyani Girls College
I Internal Examination 2019-20
BBA (I Year)
Subject- Business Communication

Time: 1.30 Hrs.

Set: A

MM: 40

[I] Multiple Choice Questions

(10*1=10)

- 1) Appeals and representations are used in - Communication.
a) horizontal b) downward c) upward d) grapevine
- 2) The study of communication through touch is
a) chronemics b) haptics c) proxemics d) semantics
- 3) The following are non verbal communication
a) facial expression b) appearance c) posture d) all of the above
- 4) The handshake that conveys confidence is
a) limp b) firm c) loose d) double
- 5) Communication is task of imparting
a) training b) information c) knowledge d) message
- 6) When working to create and maintain a favorable relationship with a receiver, a sender should
a) do just what the receiver expects
b) impress the receiver by using technical terms
c) stress mutual interests and benefits
d) use positive wordings
- 7) Which of the following terms best describes the grapevine as communication pattern?
a) diagonal b) informal c) serial d) verbal
- 8) The following are the most effective ways of communication
a) verbal b) non verbal
c) written d) all of the above
- 9) Interaction between 3 to 12 people who share a common goal, essence of commitment and who attempt to influence one another is known as
a) business communication b) small group
c) personal group d) rhetorical group
- 10) Which of these is the external sounds present in the channels of communication?
a) noise b) semantic problems
c) cultural barriers d) over communication

[II] Long type Questions:

(10*3=30)

- 1) What is communication .Explain its process in detail.
- 2) Explain formal communication. Explain its advantages and disadvantages in detail.
- 3) Write note on:
a) Email
b) Internet



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[I] Multiple Choice Questions

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- 1) Which of the following is not an accepted form of written communication?
 - a) Policies
 - b) Email
 - c) Text messages
 - d) Notes
- 2) Facial expressions are a part of what?
 - a) Gestures
 - b) Sign language
 - c) Body language
 - d) Verbal communication
- 3) Waving is what type of communication
 - a) Gestures
 - b) Body language
 - c) Sign language
 - d) Body position
- 4) What is the term used to describe the emotion or feelings in your voice
 - a) Affect
 - b) Verbal communication
 - c) Tone
 - d) Sarcasm
- 5) How can a person correctly communicate
 - a) speaking
 - b) text message
 - c) email
 - d) all of the above
- 6) When speaking on the mobile, what type of communication is being used
 - a) verbal and tone of voice
 - b) verbal and body language
 - c) verbal
 - d) face to face
- 7) Why are there rules about how to communicate
 - a) there are no rules about how to communicate
 - b) your work place is just making sure it has full control over you
 - c) it is to make sure everyone understands each other
 - d) some people are not very good at communicating
- 8) What needs to be complete for there to have been an effective communication
 - a) the persons sentence
 - b) the documents
 - c) both the sending and receiving of the message
 - d) an agreement
- 9) What are the two parts of communication
 - a) there only needs to be one part when someone says something
 - b) when someone says something , the other person has understood
 - c) when someone says something and the other person has replied
 - d) there are four parts to communicate
- 10) Which of the following is not a form of non verbal communication
 - a) body language
 - b) tone of voice
 - c) written communication
 - d) telepathy

[II] Long type Questions:

(10*3=30)

- 1) Explain the essentials for effective communication
- 2) What is verbal communication? Explain its advantages and disadvantages
- 3) Write note on
 - A Fax
 - B SMS