

S. D. ARTS & SHAH B. R. COMMERCE COLLEGE, MANSA

Multiple Choice Questions

B. COM. Sem – 2

Sub - CC

1. Communication is sharing of information between two or more persons, with continuous ____

- a. Efforts
- b. Feedbacks
- c. Gestures
- d. Movements

Ans: B

2. Communication can occur in isolation

- a. True
- b. False

Ans: B

3. Which of the following is not listed amongst the barrier to communication?

- a. Physical noise
- b. Physiological noise
- c. Psychological noise
- d. Physically challenged

Ans: D

4. What are the types of communication

- a. Verbal communication
- b. Nonverbal communication
- c. Both a and b
- d. None

Ans: C

5. Non-verbal communication cannot be avoided.

- a. True
- b. False

Ans: A

6. What is Jargon?

- a. Name of the individual
- b. Name of the organization
- c. Technical term
- d. Name of the country

Ans: C

7. What does “Haptic” refer to?
- a. Communication through touch
 - b. Communication through words
 - c. Communication through letters
 - d. Communication through emails

Ans: A

8. Yellow and Green are associated with negative feelings

- a. True
- b. False

Ans: B

9. Which of the following is not part of the communication classification?

- a. Two way face-to-face
- b. Multiple but not face-to-face
- c. Two-way non-face-to-face
- d. One-way non-face-to-face

Ans: B

10. Communication between peers is essential for ___ coordination

- a. Functional
- b. Organizational
- c. Managerial
- d. Statistical

Ans: A

11. Shareholders are very important internal stakeholders since they are the ___ of the company

- a. Managers
- b. Owners
- c. Directors
- d. Union Members

Ans: B

12. Communication with shareholders can be done through meetings, letters, and/or advertisements.

- a. True
- b. False
- c. None

Ans: A

13. Which of the following is/are part of the flow of communication in an organization?

- a. Upward communication
- b. Downward communication
- c. Horizontal communication
- d. All of above

Ans: D

14. ___ communication may be defined as information that flows from subordinates to superiors

- a. Downward communication

- b. Upward communication
- c. Horizontal communication
- d. None of above

Ans: B

15. An advantage of regular downward communication is ____

- a. It motivates employees
- b. It gives promotion to employees
- c. It creates a climate of transparency
- d. It reduces gaps.

Ans: C

16. Hearing and listening are the same.

- a. True
- b. False

Ans: B

17. The ____ is often interpreted as a lack of understanding or attention.

- a. Noise
- b. Silence
- c. Yawning
- d. Disturbance

Ans: B

18. Close questions may begin with

- a. What
- b. Why
- c. Are
- d. Where

Ans: C

19. What are thy types of questions?

- a. Open-ended questions
- b. Close-ended questions
- c. Both
- d. None

Ans: C

20. Which of the following is not a “WH” question?

- a. How
- b. Why
- c. Whom
- d. Will

Ans: D

21. A satisfied customer is the best ____ for any company’s product

- a. Advertisement
- b. Message
- c. Propaganda

d. Opportunity

Ans: A

22. Writing methodology comprises of how many stages?

a. One

b. Two

c. Three

d. Four

Ans: C

23. Which of the following is not part of speech?

a. Noun

b. Tense

c. Verb

d. Adverb

Ans: B

24. It is better to use the word „interrogate” rather than “ask”

a. True

b. False

Ans: B

25. Using the passive voice is a technique of ____

a. Emphasis

b. Ordination

c. Subordination

d. Grammar

Ans: C

26. Readability is determined by

a. Handwriting

b. Length of word/sentence

c. Quality of page

d. Other factors

Ans: B

27. ____ will not replace face-to-face meetings completely.

a. Telephone

b. Internet

c. Video conferencing

d. Teleconferencing

Ans: D

28. Telephone communication has the advantage of providing immediate feedback.

a. True

b. False

Ans: A

29. Where will you elaborate on the main points in a presentation?

- a. Introduction
- b. Body
- c. Conclusion
- d. Outline

Ans: B

30. ____ are clear sheets used with an overhead projector to project an image on the screen

- a. Transparencies
- b. Flip charts
- c. Powerpoints
- d. Hand-outs

Ans: A

31. Meaningful reading or reading with understanding is considered as ____

- a. An active process
- b. A positive strategy
- c. A positive process
- d. An active strategy

Ans: A

32. Reading is a skill, which has to be acquired through constant ____

- a. Practicing
- b. Experimenting
- c. Listening
- d. Writing

Ans: B

33. What is identified as “looking over a textbook quickly, in order to get a general or superficial idea or the content”?

- a. Scanning
- b. Extensive reading
- c. Skimming
- d. Intensive reading

Ans: C

34. While reading for the first time, you must just focus on the main points or ideas and supporting details

- a. True
- b. False

Ans: A

35. Business letters are used primarily to communicate with ____

- a. External stakeholders
- b. Internal stakeholders
- c. Customers
- d. Agents

Ans: A

36. Which of the following letters inform the buyer or customer about the action that has been taken?

- a. Claim letters
- b. Adjustment letters
- c. Goodwill letters
- d. Persuasive letters

Ans: B

37. The ____ of the press release must elaborate on the information contained in the introductory paragraph.

- a. Introduction
- b. Conclusion
- c. Outline
- d. Body

Ans: D

38. Product advertisement is more a public relations activity than a form of advertising

- a. True
- b. False

Ans: B

39. Business reports must use ____ nouns

- a. Concrete
- b. Abstract
- c. Proper
- d. Common

Ans: A

40. Which of the following is not the type of report?

- a. Periodic reports
- b. Minutes
- c. Proposals
- d. Situational reports

Ans: B

41. The general ____ of a resume is extremely important.

- a. Statement
- b. Length
- c. Appearance
- d. Format

Ans: C

42. Cover letters can also be used to personalize your qualifications for a specific job.

- a. True
- b. False

Ans: A

43. ____ includes the background and purpose of the study

- a. Body

- b. Introduction
- c. Conclusion
- d. Statement

Ans: B

44. Identify the type of report that was submitted to the government stating that the company is following the environmental regulations.

- a. Compliance reports
- b. Routine management reports
- c. Situational reports
- d. Policies and procedures

Ans: A

45. ___ is done purely to communicate the organization's name and logo to the public or consumers

- a. Institutional advertising
- b. Advocacy advertising
- c. Corporate identify advertising
- d. Public relations advertising

Ans: C

46. Instant messaging is a technology initially designed for having ___ at the workplace

- a. One too much public chat
- b. One-to-one public chat
- c. One to one personal chat
- d. One to much personal chat

Ans: C

47. Which of the following is a type of memo format?

- a. Inductive organization
- b. Incremental organization
- c. Deductive organization
- d. Decremental organization

Ans: C

48. Information sharing meetings may take place among co-workers or may also involve top management.

- a. True
- b. False

Ans: A

49. ___ enables two parties in different locations to see and speak to each other?

- a. Telephone
- b. Teleconferencing
- c. Messenger chat
- d. Television

Ans: B

50. Communication is the ____ of business

a. Life Blood

b. Backbone

c. Mind

d. Hand

Ans: B