

2008 - SIKKIM MANIPAL UNIVERSITY OF HEALTH MEDICAL & TECHNOLOGIES SCIENCE
M.B.A I SEMESTER MODEL QUESTION PAPER
BUSINESS COMMUNICATION

DEC-08

TIME-3 HOUR
MARKS-140

Marks:

GROUP A [1*40]
GROUP B [2*20]
GROUP C [4*15]

1. "Communication is a process involving the selection, production and transmission of signs in such a way as to help a receiver perceive a meaning similar to that in the mind of the communicator." This definition of communication was given by:
a) Newman and Summer b) Bellows, Gilson and Odirone c) Berelson and Steiner d) Fotheringham
2. Communication starts with :
a) Message b) Sender c) Channel d) Feedback
3. The number of key elements in the communication process is :
a) Five b) Six c) Seven d) Four
4. The two broad areas of communication are :
a) Oral and written communication
b) Verbal and written communication
c) Verbal and non-verbal communication
d) Oral and non-verbal communication
5. Which of the following are examples of oral communication?
a) Meetings, memos and presentations
b) Meetings, memos and performance reviews
c) Meetings, presentations and performance reviews
d) Reports, presentations and performance reviews
6. Which of the following are examples of written communication?
a) Letters and voicemail
b) Reports and email
c) Circulars and voicemail
d) Presentations and email
7. All the following are external stakeholders of an organization, except:
a) Media b) Government c) Suppliers d) Shareholders
8. Functional coordination is one important reason for communicating with :
a) Superiors b) Peers c) Subordinates d) Employees' unions
9. Communication with superiors involves:
a) Problem solving b) Disciplinary matters c) Welfare aspects d) Public relations
10. Listening has been identified as one of the "seven habits of highly effective people" by :
a) Lundsteen b) Stephen Covey c) Lee Iacocca d) Tom Peters
11. The most basic type of listening is known as :
a) Discriminative listening b) Comprehension listening c) Appreciative listening d) Evaluative listening
12. Another name for dialogic listening is :
a) Empathetic listening b) Therapeutic listening c) Relational listening d) Active listening
13. Readability is determined mainly by :
a) Punctuation b) Length of words c) Active and passive voice d) Spelling
14. One broad principle of general writing is :
a) Write to express, not to impress b) Write to impress not to express c) Tone d) Emphasis and subordination
15. Writing style can be improved through use of :
a) Jargon b) Slang c) Simple words d) Metaphors

16. All the following are advantages of oral communication, except :
a) Control over receiver's attention b) Immediate feedback c) Personal quality d) Conveying complex information
17. Teleconferencing is not suitable for :
a) Meetings b) Interviews c) Problem solving d) Keeping in touch with country offices
18. One advantage of telephone communication is :
a) Good for problem solving b) Permits use of some non-verbal cues c) Conveying large amount of information d) Keeping a permanent record
19. Reading refers to which element of the communication process?
a) Encoding b) Decoding c) Message d) Channel
20. Reading for information about what is happening within your organization is called :
a) Reading for pleasure b) Reading for personal interest c) Reading for internal information d) Professional reading
21. Reading may be described by all the following, except:
a) A passive process b) A skill c) An active process d) Thinking under the stimulus of the printed page
22. The most challenging type of meeting is :
a) Task oriented meeting b) Information sharing meeting c) Progress meeting d) Problem solving meeting
23. All the following are characteristics of meetings, except:
a) Focused b) Planned c) Highly formal d) Structured
24. A meeting called to discuss arrangements for a specific event is called:
a) Progress meeting b) Task oriented meeting c) Decision making meeting d) Information sharing meeting
25. The word "memo" is a short form for :
a) Memory b) Memorizing c) Memorandum d) Memoirs
26. Memo is derived from a Latin word which means :
a) A thing which must be remembered b) A thing which must be memorized c) A thing which must be written d) A thing which must be communicated
27. One characteristic of a memo is :
a) Formal b) Tool for external communication c) Concise d) Pretentious
28. All the following types of information can be posted on the intranet, except:
a) Employee benefits b) Declared holidays c) Company policies d) Performance appraisals
29. One advantage of the intranet is :
a) Easy to develop and maintain b) Easy to get started c) Avoids information overload d) Will be readily used by all employees
30. One disadvantage of the intranet is :
a) Large investment in time and money b) Encourages grapevine c) Is inferior to email d) Not suited for small organizations
31. All the following are principles of business letter writing, except :
a) Consideration b) Directness c) Precision d) Ambiguity
32. Which of the following is not a compulsory part of a business letter?
a) Salutation b) Close c) Attention line d) Body
33. A press release is better known today as :
a) Public relations b) Publicity c) News release d) Advertising
34. One advantage of a news release is :
a) Unpaid form of communication b) Highly credible c) Can appear in all media d) Reaches more number of people
35. Which of the following does not describe a report?
a) Orderly b) Subjective c) Helps decision making d) Helps in problem solving

36. The quality of a report is determined mainly by:
a) The language of the report b) The visual aspects c) The length of the report d) The accuracy of the data

37. A resume summarizes the following :
a) Strengths and weaknesses b) Personality c) Education and experience d) Hobbies

38. Which of the following is characteristic of a chronological resume?
a) Appropriate for experienced candidates b) Mentions most recent job or qualification first c) Appropriate when education and experience are unrelated to the job applied for d) Not commonly used

39. The main purpose of a group discussion is to measure :
a) Knowledge b) Personality c) Group communication skills d) Leadership skills

40. The primary role of a moderator is to:
a) Facilitate the smooth functioning of the GD b) Keep track of time c) Announce the GD topic d) Interfere during the GD

group B

1. Arriving ahead of time for a meeting is an example of :
a) Feedback b) Body language c) Non-verbal communication d) Verbal communication e) Etiquette

2. The message sent is not always the same as the meaning attached to the message. This is because of the :
a) Wrong sender b) Wrong medium c) Faulty message d) Inaccurate decoding

3. The term “ cardiac orifice” is an example of :
a) Words with multiple meanings
b) Jargon
c) Highly specific language
d) Biased language

4. Wrong decoding means :
a) Badly worded message
b) Message sent to wrong receiver
c) Interpreted meaning is different from intended message
d) Message sent by wrong sender

5. If you are the Advertising Manager of a company, your peers would include :
a) Market Research Manager b) Vice President Marketing c) Marketing Executive d) Vice President Sales

6. The purpose of public relations is :
a) To sell the company's products b) To communicate with shareholders c) To project a favorable image of the company among various publics d) To communicate during a crisis

7. Passive listening means :
a) Hard work b) Hearing the sound of words c) Hearing the meaning of words d) Processing the information

8. Which of the following is not an indication of active listening?
a) Egocentrism b) Engaging in conversation with the speaker c) Taking notes d) Reconstructing the information

9. The words “cognizant” and “aware” mean the same thing. Using “cognizant” instead of “aware” is an example of :
a) Simple word b) Complex word c) Jargon d) Frequently misused word

10. Simple words should be used for all the following reasons, except :
a) Need less time and space b) Allow reader to focus on the idea c) Allow reader to get the intended message d) Attract attention to the word itself

11. An impromptu speech means :
a) A prepared speech delivered without any supporting aids b) A speech delivered without any preparation c) A speech delivered while referring to notes d) A speech delivered by reading from notes

12. Reading the lines of a written text means :
a) Gaining in-depth understanding b) Superficial understanding of words c) Understanding the intended meaning d) Going beyond the intended meaning

13. “ A meeting without an agenda is like a ship without a destination.” This means that the meeting :
a) Has no goal b) Lacks leadership c) Is inconclusive d) Is disorganized

14. A memo is known as an inter office memo because :

a) It is used to communicate with peers b) It is used to communicate with superiors c) It is used to communicate with subordinates d) It is used to communicate between all levels in the organization

15. An intranet differs from an extranet in the following way :

a) Intranet is a private website b) Intranet is meant only for internal stakeholders c) Intranet is more suitable for large organizations d) Intranet is expensive to maintain

16. Consideration in a business letter means :

a) Stressing the “me” attitude b) Using first person pronouns c) Stressing the “you” attitude d) Appealing to the sender’s interest

17. A news release is more credible than advertising because :

a) It is carried free by the medium b) It announces a new development in the company c) It is accepted by the medium d) It is more interesting and newsworthy

18. Objectivity in a business report means the following :

a) Use of active voice b) Use of passive voice c) Use of the first person pronoun d) Emphasizing the doer of the action

19. The resume should be written before the job application letter because:

a) The resume is seen first b) The resume helps to decide what to highlight in the letter c) The resume is more important than the letter d) Most employers do not read application letters

20. A GD is highly structured because :

a) It is coordinated by a moderator b) It measures group communication skills c) Members have to listen to the views of others d) The topic, time and number of participants are all decided in advance

Group C

1. Which of the following indicates the correct sequence of the elements of communication in the communication process?

A. Sender, Receiver, Channel, Message, Feedback
B. Receiver, Feedback, Sender, Message, Channel
C. Sender, Channel, Message, feedback, Receiver
D. Sender, Message, Channel, Receiver, Feedback

2. Match the following:

Set A

1. Words with multiple meanings
2. Jargon
3. Sexist language
4. Abstract language

Set B

a. May be used after careful audience analysis
b. May have a negative connotation
c. May lead to several interpretations
d. May lead to misunderstanding

A. 1d, 2c, 3b, 4a
B. 1c, 2b, 3 a, 4d
C. 1b, 2a, 3d, 4 c
D. 1a, 2c, 3d, 4b

3. Match the stakeholder in Set A with the objective of communication with each stakeholder, in Set B and select one of the answers given below –

Set A

1. Superiors
2. Peers
3. Subordinates
4. Shareholders

Set B

a) Building trust and confidence
b) Compliance with instructions and policies
c) Coordination of tasks
d) Problem solving

A. 1b, 2a, 3c, 4d

- B. 1d, 2c, 3b, 4a
- C. 1a, 2d, 3c, 4b
- D. 1c, 2b, 3a, 4d

4. Match the following and select one of the answers given below –

Set A

- 1. Listener-speaker gap
- 2. Listening for emotions
- 3. Ego problems
- 4. Switching from one TV channel to another

Set B

- a. Gender barrier
- b. Physiological barrier
- c. Bad listening habit
- d. Attitudinal barrier
- A. 1b, 2a, 3d, 4c
- B. 1a, 2b, 3c, 4d
- C. 1c, 2d, 3a, 4b
- D. 1d, 2a, 3b, 4 c

5. Match the following sets and select one of the answers given below –

Set A

- 1. "Write to express, not to impress"
- 2. Metaphors
- 3. Jargon
- 4. Slang

Set B

- a. Informal writing
- b. "Improve" vs. "Ameliorate"
- c. Advertising language
- d. "Data Warehouse Architecture"
- A. 1c, 2d, 3a, 4b
- B. 1b, 2c, 3d, 4a
- C. 1a, 2b, 3d, 4c
- D. 1d, 2a, 3b, 4c

6. Match the items in Set A with the items in Set B and select one of the answers given below –

Set A

- 1. General purpose statement
- 2. Quantified goal
- 3. Audience age and gender
- 4. Trigger words

Set B

- a) Speaking from notes
- b) Demographic characteristics
- c) Specific purpose statement
- d) To persuade
- A. 1b, 2a, 3c, 4d
- B. 1d, 2c, 3b, 4 a
- C. 1a, 2b, 3d, 4c
- D. 1c, 2d, 3a, 4b

7. Match the following with the extracts given below and select one of the answers given below –

- 1. A text book on modern management
- 2. A travel guide for businessmen
- 3. A company's monthly newsletter
- 4. A computer software manual

- a) One of the most popular hill stations in India, Munnar is situated at the confluence of three mountain streams - Mudrapuzha, Nallathanni and Kundala. Located at 1600 mts. above sea level, it has an area of 26.2 sq. km., with a temperature of 15.2°-25°C in summer and 0° - 10° C during winter. The best time to visit Munnar is from September to May.
- b) To be an effective manager in today's competitive world, you must keep up-to-date with the latest

developments in technology. Technology is changing rapidly and the pace of innovation is accelerating. New technologies are being developed all the time and this puts even more pressure on managers.

c) The line, rectangle and oval tools are in Flash function, as you would expect from using other graphic programs.

i) Click the Oval tool.

ii) Drag the work area to the right. Don't worry about the color or fill.

iii) Click the white triangle at the right when you are ready to continue.

d) We are pleased to announce the appointment of Shashank Bhat as our new Director of Human Resources. Shashank began his career at Nimbus, after leaving University. He has been working at the Head Office since last year. Shashank is married and has one daughter.

A. 1b, 2a, 3d, 4c

B. 1a, 2b, 3c, 4d

C. 1c, 2d, 3a, 4b

D. 1d, 2c, 3b, 4a

8. Match the following sets and select one of the answers given below –

Set A

1. Nominal Group Technique

2. Convergence

3. Minutes

4. Opening the meeting

Set B

a) Outline of meeting

b) Permanent record

c) Different viewpoints

d) Unbiased

A. 1a, 2c, 3b, 4d

B. 1d, 2c, 3b, 4a

C. 1c, 2a, 3d, 4b

D. 1b, 2d, 3a, 4c

9. Match the following sets and select one of the answers given below :

Set A

1. Passive voice

2. Direct organizational plan

3. Persuasive memo

4. Indirect organizational plan

Set B

a) Reasons first

b) Regular reports

c) Informational memo

d) Call for action

A. 1c, 2a, 3b, 4d

B. 1b, 2c, 3d, 4a

C. 1a, 2b, 3d, 4c

D. 1d, 2c, 3a, 4b

10. Match the following sets and select one of the answers given below –

Set A

1. "WIFM" principle

2. "P"s and "Q"s

3. Readability

4. "FYI"

Set B

a) Bullet points and white space

b) Acronym

c) Reader benefits

d) Etiquette

A. 1b, 2c, 3d, 4a

B. 1c, 2d, 3a, 4b

C. 1a, 2b, 3d, 4c

D. 1d, 2a, 3c, 4b

11. Match the following sets and select one of the answers given below :

Set A

1. Adjustment
2. Order letter
3. Bad news letter
4. AIDA format

Set B

- a) Rejecting a business proposal
 - b) Persuasive message
 - c) Supplier
 - d) Replacement of a defective product
- A. 1d, 2c, 3a, 4b
B. 1c, 2d, 3b, 4a
C. 1a, 2b, 3d, 4c
D. 1b, 2a, 3c, 4d

12. Read the following press release and match the highlighted sentences with one of the following and select one of the answers given below –

- a) Company credentials
- b) New development
- c) Answer to key questions
- d) Impact on the community

NAPC bags two mining projects in Thailand

The \$110 million contract has a lease period of 10 years

Chennai : National Asphalt Products and Construction Company (NAPC), a Chennai-based infrastructure and contractual mining company, has bagged two prestigious iron-ore mining projects in Thailand . (1). These projects will be on a 50:50 joint venture with a leading mine owner and the contract value will be of \$110 million for a lease period of 10 years.(2).

Addressing presspersons here on Thursday, Varun Manian, Director, NAPC, said these two mines were located at Wang Pong and Pa Tong in 5000 acres and 2000 acres respectively and would be providing employment opportunities to over 1000 people in Thailand, besides providing offshore working experience to 80 NAPC engineers across levels.(3).

NAPC had undertaken a Rs. 75 crore overseas road project in Dubai. At present, it was executing green line elevated section traffic diversion work at Abuhail station. It was also working on Villa Airport in the Maldives, besides setting up ready mix concrete plants in Abu Dhabi.(4)

- A. 1a, 2b, 3d, 4c
B. 1b, 2c, 3d, 4a
C. 1c, 2d, 3a, 4b
D. 1d, 2a, 3b, 4c

13. Match the following sets and select one of the answers given below –

Set A

1. Preliminary part
2. Problem definition
3. Appendix
4. Documentation

Set B

- a) Bibliography
 - b) Technical specifications
 - c) Body of report
 - d) Executive summary
- A. 1b, 2a, 3c, 4d
B. 1d, 2c, 3b, 4a
C. 1a, 2d, 3c, 4b
D. 1c, 2b, 3d, 4a

14. Match the following sets and select one of the answers given below –

Set A

1. Basic data
2. Career objective
3. Education
4. Experience

Set B

- a) Marketing Research Executive in charge of Wire Line Phones
 - b) Qualified in final exams of Institute of Company Secretaries of India
 - c) To excel as a faculty in the domain of Marketing
 - d) Occupation : Chartered Accountant
- A. 1d, 2c, 3b, 4a
 - B. 1c, 2d, 3a, 4b
 - C. 1a, 2b, 3d, 4c
 - D. 1b, 2a, 3c, 4d

15. Match the following sets and select one of the answers given below –

Set A

- 1. Pre-interview preparation
- 2. During the interview
- 3. Commonly asked interview question
- 4. Job related information

Set B

- a) Opportunity for career advancement
 - b) Strengths and weaknesses
 - c) Body language
 - d) Structuring the interview
- A. 1b,2a, 3c, 4d
 - B. 1d, 2c, 3b, 4a
 - C. 1a, 2b, 3d, 4c
 - D. 1c, 2d, 3a, 4b

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