

Final Test Semester 1 Paper 3 INDIAN INSTITUTE OF MATERIALS MANAGEMENT Business Communication [PGDMM , PGDSCM & L (2 years)]

Instructions:

1. Answer all 50 questions. Each question carries 2 marks Total : 100 Marks
2. Duration 1 Hour.

***Required**

1. Email *

2. Name *

3. Roll Number *

4. According to _____, "Communication is a systemic process in which 2 points
people interact with and through symbols to create and interpret
meanings."

Mark only one oval.

- Carl Rogers (1952)
- Julia T. Wood (2009)
- Elizabeth Tierney (1998)
- Joseph Devito (2009)

5. There are _____ main elements required in the communication process. 2 points

Mark only one oval.

- two
 three
 four
 five

6. The four main objectives of communication are to ____, inform, ____, and develop goodwill. 2 points

Mark only one oval.

- inquire; persuade
 persuade; clarity
 completeness; conciseness
 correctness; courtesy

7. "According to _____, "The exchange of ideas, news, and views in connection with the business among the related parties is called business communication."" 2 points

Mark only one oval.

- Professor J. Haste
 Joseph Devito
 W.H. Meaning
 Carl Rogers

8. There are _____ primary functions of business communication in an organisation. 2 points

Mark only one oval.

- three
 four
 five
 six

9. Exchange of information between individuals in different levels of an organisation is called _____ communication. 2 points

Mark only one oval.

- external
- diagonal
- horizontal
- lateral

10. A verbal communication occurs through the use of the _____ words and not the _____ words. 2 points

Mark only one oval.

- oral; written
- written; free
- written; oral
- free; oral

11. When flow of information is _____ and flows only from the sender to the receiver, with no room for feedback to the sender, it is known as _____ oral communication. 2 points

Mark only one oval.

- multidirectional; one-sided
- unidirectional; two-sided
- unidirectional; one-sided
- multidirectional; two-sided

12. A _____ form of communication that occurs through physical or body movement is known as _____. 2 points

Mark only one oval.

- verbal; body language
- non-verbal; kinesics
- verbal; kinesics
- non-verbal; proxemics

13. A decent _____ can always be a decent _____.

2 points

Mark only one oval.

- speaker; listener
- writer; speaker
- communicator; listener
- listener; speaker

14. On the basis of effectiveness, listening can be categorised into _____ levels.

2 points

Mark only one oval.

- two
- three
- four
- five

15. The language of speech or writing intended to be persuasive or leaving an impressive effect on people is called _____, while the ability to understand the situation, problems and feelings of others is known as _____.

2 points

Mark only one oval.

- emphatic; communication
- rhetoric; empathise
- empathise; rhetoric
- communication; emphatic

16. _____ is an interactive learning process between the reader and the writer.

2 points

Mark only one oval.

- Reading
- Writing
- Exploring
- Responding

17. According to_____, the aims of silent reading are pleasure and profit, to be able to read for interest and to get information. 2 points

Mark only one oval.

- Jespersen
- Ryburn
- Grabe
- Stallfter

18. _____ involves finding the purpose and context of the text, while _____ helps decide whether one should read the text slowly, normally or just skim through it. 2 points

Mark only one oval.

- Scanning; skimming
- Surveying; skimming
- Skimming; scanning
- Skimming; surveying

19. "When _____ or more individuals or groups communicate with each other using written symbols, it is known as _____ communication." 2 points

Mark only one oval.

- three; oral
- two; written
- four; verbal
- five; non-verbal

20. While writing a business letter, it is best to stick to a _____ layout so that the letter is easy to read and appears professional. 2 points

Mark only one oval.

- structured
- formal
- unstructured
- informal

21. Business correspondence written by the seller of products to buyers with regards to the collection of dues is referred to as a _____ letter. 2 points

Mark only one oval.

- cover
- order
- recovery
- complaint

22. _____ are pre-planned events wherein two or more people meet and discuss certain pre-decided issues. 2 points

Mark only one oval.

- Agenda
- Formal meetings
- Informal meetings
- Meetings

23. Business proposals are usually accompanied by a/an _____. 2 points

Mark only one oval.

- reading summary
- recommendation report
- executive summary
- research findings summary

24. An e-mail is a type of _____ communication and follows a fixed structure. 2 points

Mark only one oval.

- written
- oral
- verbal
- free

25. The concepts, ideas and information are structured in a coherent and logical way which is referred to as a _____. 2 points

Mark only one oval.

- summary
- business proposal
- report
- resolution

26. _____ are precise and brief, and only relevant information is included in these reports. 2 points

Mark only one oval.

- Short reports
- Long reports
- Formal reports
- Informal reports

27. The report prepared to know about the progression of an individual or a department or an organisation itself is defined as a/an _____. 2 points

Mark only one oval.

- inspection report
- performance appraisal
- periodical report
- progress report

28. A presentation has _____ main elements. 2 points

Mark only one oval.

- two
- three
- four
- five

29. _____ is the most common presentation structure in B2B and business consultancy companies, which presents a ____ -elements story linked with 'but' and 'therefore'. 2 points

Mark only one oval.

- Situation-Opportunity-Resolution; 2
- Hook, Meat and Payoff; 3
- Situation-Complication-Resolution; 3
- Drama; 8

30. A well-designed presentation uses _____ effectively to reinforce the main points and enhance the audience's level of understanding. 2 points

Mark only one oval.

- visual aids
- videos
- animations
- charts

31. A meeting is conducted in a formal way and is being led by a/an _____ . 2 points

Mark only one oval.

- employee
- subordinator
- chairperson
- member

32. When an organisation needs to deal with many people at the same time – customers, stakeholders, suppliers, its employees or even common public – the organisation can use _____ . 2 points

Mark only one oval.

- mass media
- report
- presentation
- letter

33. An official statement sent to print media or other media channels is called a/an _____, while an official statement given to both electronic and print media is called a/an _____.

2 points

Mark only one oval.

- interview; press release
- press conference; communication
- press conference; press release
- press release; press conference

34. A/An _____ ensures a strong business relationship between the sender and the receiver.

2 points

Mark only one oval.

- favourable relationship
- organisational goodwill
- receiver response
- receiver understanding

35. A _____ message is one that does not incite emotions.

2 points

Mark only one oval.

- positive
- neutral
- negative
- persuasive

36. _____ interactions between managers and employees help in expanding network and sharing of experience which improves the likelihood of future communication.

2 points

Mark only one oval.

- Telephonic
- Video calling
- Face-to-face
- Writing

37. A resume without a/an _____ is like a shot in the dark. 2 points

Mark only one oval.

- business letter
- recovery letter
- complaint letter
- application letter

38. "There are ___ types of formal communication, which take place between an organisation and prospective candidates." 2 points

Mark only one oval.

- two
- three
- four
- five

39. "A/an _____ is a formal meeting between a job applicant and a representative of the prospective employers." 2 points

Mark only one oval.

- meeting
- interview
- GD
- seminar

40. According to Camp & Scatter white (2002), there are ___ main objectives of communication? 2 points

Mark only one oval.

- three
- four
- five
- six

41. Communication is a cyclic process that involves at least _____. 2 points

Mark only one oval.

- a. sender
- b. reciever
- c. both a and b
- d. none of these

42. The process of communication is considered to be effective if it is interpreted properly by a _____. 2 points

Mark only one oval.

- reciever
- sender
- transmission channel
- decoder

43. Which one of the following 7 Cs of an effective communication describes that the message should be expressed in a clear and simple language, which is well understood by the receiver? 2 points

Mark only one oval.

- Conciseness
- Correctness
- Clarity of expression
- Clarity

44. Which one of the following basic functions of management is a manager not able to perform if he is not a good communicator? 2 points

Mark only one oval.

- Planning
- Organising and Leading
- Controlling
- All of these

45. Which one of the following is not a type of internal communication? 2 points

Mark only one oval.

- Downward communication
- Upward communication
- Diagonal communication
- None of these

46. What are the benefits of written communication? 2 points

Mark only one oval.

- a. Permanent record-keeping
- b. Ready records and references
- c. Both a and b
- d. None of these

47. How an individual interprets the world around him is called perception, which comes under _____.

2 points

Mark only one oval.

- organisational barriers
- physical barriers
- personal barriers
- None of these

48. Which one of the following ICT systems enables companies to forecast and influence future sales based on customer preferences? 2 points

Mark only one oval.

- Artificial intelligence
- Automation
- Remote collaboration
- Workflow management system

49. Which social media tool can be used for recruitment of new hires and market research? 2 points

Mark only one oval.

- Facebook
- LinkedIn
- Skype
- Twitter

50. Which of the following are not the functions of non-verbal communication? 2 points

Mark only one oval.

- Reinforce and Substitute
- Contradict and Regulate
- Continuous and Complex
- None of these

51. Non-verbal communication can also be classified under different categories on the basis of medium used. Which one of the following is a type of non-verbal communication? 2 points

Mark only one oval.

- a. Kinesics, Proxemics and Paralanguage
- b. Time Language and Sign Language
- c. Both a and b
- d. None of these

52. A vocal form of non-verbal communication is known as _____. 2 points

Mark only one oval.

- time language
- paralanguage
- sign language
- space language

53. It is a form of non-verbal communication and refers to usage of the feeling of touch to communicate with others. It is _____. 2 points

Mark only one oval.

- haptics
- olfactory communication
- silence
- body language

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