Paper Code - 3005

B.Com. Semester-I (Old Course)
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COMMUNICATION IN BUSINESS (Theory)

કુલ સમય :– ૬૦ મીનીટ કુલ પ્રશ્નો : ૫૦ વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫
નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

1. Communication is a _____
   A. one way process. B. two way process. C. three way process. D. four way process.
2. Communication saves time in
   A. internal communication. B. interview. C. oral communication. D. schedule.
3. Realizing the potential of the self is part of the
   A. communication development. B. language development.
   C. skill development. D. personality development.
4. The term communis derived from _____ word.
   A. Greek. B. Latin. C. Chinese. D. English.
5. Posters fall under _____ communication.
   A. oral. B. visual. C. written. D. spoken.
6. On the _____ it is possible to get immediate feedback
   A. letter. B. telephone. C. e-mail. D. fax.
7. A group discussion of a real life situation with in a training environment is _____
   A. discussion. B. listening. C. case study method. D. all of the above.
8. The information the receiver gets is called _____
   A. message. B. output. C. input. D. source.
9. Communication is the _____ of business.
   A. Backbone. B. life blood. C. nervous system. D. both (1) & (2).
10. _____ are welcome, for it is not obligatory to accept them.
    A. suggestion. B. order. C. courtesy. D. complaint.
11. _____ refers to the special language of a trade.
    A. jargon B. expression. C. colloquialism. D. suggestion.
12. Audio-Visual communication is most suitable for mass _____ and mass _____
    A. publicity & education. B. policies & political. C. save & store. D. Education & political.
13. Interpretation of data is followed by _____
    A. recommendation. B. suggestion. C. conclusions. D. complaint.
14. Gray colour refers _____
    A. confidence & wisdom. B. cheerfulness & vigour. C. life & coolness. D. danger.
15. Communication in an organization should ideally flow _____
    A. from top to bottom. B. from bottom to top. C. both ways. D. horizontally.
16. Press reports refers to _____
    A. reports in newspapers. B. reports through letters.
    C. oral communication. D. written communication.
17. A collection letter is associate with _____
    A. debtors. B. creditors. C. company. D. customers.
18. Statutory Report is _____
    A. an informal report. B. not having legal sanction.
    C. always a statistical report. D. Formal report.
19. Motivation can be achieved through _____ incentives.
    A. Monetary. B. social. C. non-monetary. D. legal.
20. The exit communication takes place when an employee _____the organization.
    A. enter into. B. learning from. C. both. (1 & 2). D. leaves.
21. _____ is a very conscious process of communication
    A. warning. B. order. C. action. D. education.
22. Advantage of written communication
    A. Save time. B. Save money. C. Permanent record. D. Neat.
23. _____ is the main part of the report.
    A. conclusion. B. recommendations. C. description. D. references.

24. The main objective of communication is
A. information and persuasion.B. skill and personality development.C. control and management.D. need.
25. The communication cycle, the process of re translation of signals into ideas is called
A. encoding. B. decoding. C. response. D. feedback.
26. Informal communication is otherwise known as _____ communication.
A. grapevine. B. lateral. C. visual. D. horizontal.
27. _____ may be less important for small business
A. letter-writing. B. telephone. C. e-mail. D. fax.
28. Communication network in any organization is _____
A. internal & external. B. verbal & written. C. oral & non-verbal. D. feedback.
29. Informal communication is otherwise known as _____
A. person to person communication. B. internal communication.
C. external communication. D. Authoritative communication.
30. Effective communication can only be achieved when _____
A. the audience is understood. B. feedback is encouraged.
C. thoughts are organized. D. systematic delivery of speech.
31. The downward communication flow from
A. a subordinate to a superior. B. a subordinate to a subordinate.
C. a superior to a superior. D. a superior to a subordinate.
32. Physical Barriers to communication are _____
A. time and distance. B. interpretation of words. C. denotations. D. connotations.
33. _____ channel of communication called the grapevine.
A. formal. B. informal. C. horizontal. D. vertical.
34. Communication means _____ information, feeling and thoughts, with others.
A. to receive. B. exchange of. C. conveying. D. all the above.
35. Audio-Visual communication is most suitable for mass _____ and mass _____
A. publicity & education. B. policies & political. C. save & store. D. Publicity & policies.
36. _____ is quite often a physical barrier to communication
A. noise. B. interpretation of words. C. by passed instruction. D. all of the above.
37. Informal communication network within the organization is known as _____
A. interpersonal communication. B. intrapersonal communication C. mass communication.D. grapevines.
38. _____ is an authoritative communication
A. order. B. persuasion. C. advice. D. counseling.
39. Examples of oral communication _____
A. letter. B. e-mail. C. telephone. D. fax.
40. Audio-Visual communication is _____
A. sight. B. sound. C. both (a) & (b). D. noise.
41. Which one is not a component of a business letter
A. envelope. B. salutation. C. subject. D. complimentary close.
42. How to make audio-visual communication effective?
A. the pictures are colourful. B. clearly written. C. speak politely D. silent.
43. Face-to-face communication is a _____
A. visual communication. B. direct conversation. C. oral communication D. written.
44. _____ communication is the most popular means of transmitting message.
A. written B. oral. C. visual. D. face-to-face.
45. _____ Communication is unsuitable for lengthy message.
A. oral. B. written. C. vertical. D. audio visual.
46. Written communication includes
A. reports & forms. B. interviews. C. film. D. speaking.
47. Grapevine communication is associated with _____ communication.
A. formal B. informal C. horizontal D. vertical.
48. ____ communication refers to the communication between a superior and a subordinate through scalar chain.
A. Wheel communication B. Chain communication C. Circular communication D.Free flow communication.
49. _____ in communication increases credibility of the sender of message
A. Clarity B. Correctness C. Concreteness D. Consideration
50. _____ is talking to oneself in one's own mind such as soliloquies, asides in dramatic work etc.
A. Dialogue B. Interpersonal communication C. Intrapersonal communication D.Unilateral communication.