

No. of Printed Pages : 8

21COM1S1L/T

Question Booklet Code

A

Question Booklet
Serial Number

M.Com. I Semester Degree Examination, April/May - 2023
Skill Enhancement Courses (SEC)

COMMERCE

Corporate Communication

Time : 1 Hour

Maximum Marks : 30

INSTRUCTIONS TO CANDIDATES

1. The Question Paper will be given in the form of a Question Booklet. There will be four/two/one versions of Question Booklets with Question Booklet Code viz. **A, B, C & D / A & B/A**.
2. The Question Booklet Serial Number is printed on the top right margin of the facing sheet. If your Question Booklet is un-numbered, please get it replaced by new Question Booklet with same Code.
3. Immediately after the commencement of the examination, the candidate should check that the Question Booklet supplied to him contains all the 30 questions in serial order. The Question Booklet does not have unprinted or torn or missing pages and if so he/she should bring it to the notice of the Invigilator and get it replaced by a complete booklet with same Code. This is most important.
4. A blank sheet of paper is attached to the Question Booklet. This may be used for Rough Work.
5. **Please read carefully all the instructions on the top of the Answer Sheet before marking your answers.**
6. Each question is provided with four choices **(A), (B), (C)** and **(D)** having one correct answer. Choose the correct answer and darken the bubble corresponding to the question number using **Black Ball-Point Pen** in the OMR Answer Sheet.
7. No candidate will be allowed to leave the examination hall till the end of the session and without handing over his/her Answer Sheet to the Invigilator.
8. Strict compliance of instructions is essential. Any malpractice or attempt to commit any kind of malpractice in the Examination will result in the disqualification of the candidate.
9. First fifteen minutes is provided to fill the general information of the Student. Eg. Student Name, Student ID, etc. in the OMR Answer Sheet.
10. Without the instruction of the Invigilator do not open the Question Paper Booklet Seal.

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P.T.O.

1. The _____ of the business letter is called layout.
(A) Body (B) Content (C) Pattern (D) All the above

2. The main purpose of a group discussion is to measure :
(A) Knowledge (B) Personality
(C) Group communication skills (D) Leadership skills

3. Which of the following should be avoided by managers if they wish to be successful negotiators ?
(A) Focusing on the interests of the two parties
(B) Lessening competition between the two parties
(C) Focusing on the people involved and their positions
(D) Requesting intervention from a neutral third party, as needed

4. When introducing people to each other, which of the following is the correct method ?
(A) A woman introduced to a man
(B) An older person is introduced to younger person
(C) A more important person is introduced to a less important person
(D) A younger person is introduced to an older person

5. Any letter designed and directed to the exchange of information connected with trade and trade related activities is known as :
(A) Business report (B) Business enquiry
(C) Business letter (D) Business memos

6. Communication through newspapers and television is known as :
(A) Group communication (B) Interpersonal communication
(C) Mass communication (D) None of these



7. In presentation, which things play equal role ?
- (A) Content and voice (B) Text and font
(C) Time and size (D) Sort and indent
8. Appeals and representations are used in _____ communication.
- (A) Grapevine (B) Horizontal
(C) Upward (D) Downward
9. Horizontal communication takes place between _____.
- (A) Subordinate to superior
(B) Employees with same status
(C) Superior to subordinate
(D) None of these
10. In depth interview is known as _____.
- (A) Board interview (B) One-on-one interview
(C) Case study (D) None of these
11. The study of communication through touch is _____.
- (A) Haptics (B) Proxemics
(C) Semantics (D) Chronemics
12. A synopsis of the most relevant professional experiences you have for the particular job for which you are applying.
- (A) Resume (B) Curriculum vitae
(C) Application letter (D) Hand-outs



13. Which of the following is quick and clear method of communication ?
- (A) E-Mail
 - (B) Notices/posters
 - (C) Face-to-face informal communication
 - (D) Business meetings
14. The purpose of a _____ is to help the management identify the reasons underlying a situation that management already knows.
- (A) Report
 - (B) Memos
 - (C) Letters
 - (D) Circulars
15. In the negotiation process, _____ comes immediately after _____.
- (A) Information exchange; planning and preparation
 - (B) Persuasion; concessions and agreement
 - (C) Information exchange; relationship building
 - (D) Planning and preparation; information exchange
16. _____ language should not be used while writing the minutes of the meeting.
- (A) Technical
 - (B) Verbal
 - (C) Non verbal
 - (D) Any of the above
17. In which of these interviews, insults are common ?
- (A) Screening interview
 - (B) Stress interview
 - (C) Behavioural interview
 - (D) Group interview
18. Quality of _____ determines the success of the meeting.
- (A) Coordination
 - (B) Discussion
 - (C) Communication
 - (D) Speech



19. 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
20. Which of these must be avoided in any presentation ?
- (A) Proper grammar (B) Complex words
(C) Short sentences (D) Clear voice
21. Which of these must be avoided by the speaker ?
- (A) He must convey precise information.
(B) He must ensure that the information is understood by the audience.
(C) He must inspire the audience to totally accept his point of view.
(D) He must force the audience to totally accept his point of view.
22. Which of these can be used to overcome stage fear ?
- (A) A speech must be prepared with care.
(B) A speech must be untimed.
(C) Facts need not be checked.
(D) There should be no pause.
23. Which of the following is not a barrier to effective communication ?
- (A) Filtering (B) Language
(C) Channel richness (D) Defensiveness



24. Downward communication flows from _____ to _____.
- (A) Upper to lower (B) Lower to upper
(C) Diagonal (D) Horizontal
25. How should you react if someone forgets to introduce you when you are in a group of people you have not met ?
- (A) Take offense, how dare they forget to introduce you
(B) Push your way into the conversation
(C) Stand quietly and never say anything
(D) Wait for convenient time to introduce yourself
26. What are the successful strategies for interview ?
- (A) Personal rapport (B) Good eye contact
(C) Clear idea of the key point (D) All of the above
27. Posters fall under _____ communication.
- (A) Oral (B) Visual (C) Written (D) Spoken
28. _____ best describes the grapevine as a communication pattern.
- (A) Serial (B) Informal
(C) Verbal (D) Diagonal



29. What are the ABCs of Etiquette ?

- (A) Advise, Be respectful, Create
- (B) Acceptable, Believable, Courteous
- (C) Advertise, Beneficial, Charitable
- (D) Accurate, Boastful, Courageous

30. What should you focus on during the interview ?

- (A) The salary you want
- (B) How much vacation time you want ?
- (C) What you can offer the company or organization ?
- (D) What the company or organization can offer you in correct response ?

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SPACE FOR ROUGH WORK

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