M.Com. I Semester Degree Examination, April/May - 2024
COMMERCE
Corporate Communication
(NEP)

Time : 1 Hour   Maximum Marks : 30

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1. Which communication model emphasizes feedback and considers communication as an interactive process ?

   (A) Linear model   (B) Transactional model

   (C) Interactive model   (D) Hierarchical model

2. What is communication ?

   (A) The process of transmitting data electronically

   (B) The exchange of information, ideas and feelings

   (C) The act of speaking loudly

   (D) The process of writing letters

3. Encoding in communication refers to :

   (A) Deciphering a message

   (B) Transferring a message to a medium

   (C) Understanding non-verbal cues

   (D) Creating a message to be sent

4. What is the difference between verbal and non-verbal communication ?

   (A) Verbal communication involves words, while non-verbal communication does not.

   (B) Non-verbal communication involves gestures, while verbal communication does not.

   (C) Verbal communication is more effective than non-verbal communication.

   (D) Non-verbal communication is only used in formal settings.

5. Which of the following is a potential barrier to effective communication ?

   (A) Active listening   (B) Clear language

   (C) Cultural diversity   (D) Timely feedback

6. What does kinesics study ?

(A) Verbal communication

(B) Non-verbal communication through body movements

(C) Written communication

(D) Electronic communication

7. The purpose of employee communication is to :

(A) Maintain secrecy within the organization

(B) Enhance employee engagement and alignment with organizational goals

(C) Exclude lower-level employees from decision-making processes

(D) Promote a hierarchical structure within the organization

8. Which component of the communication process involves selecting words, symbols or gestures to send a message ?

(A) Sender   (B) Receiver   (C) Channel   (D) Encoding

9. What is the primary difference between formal and informal communication ?

(A) Formal communication follows established channels, while informal communication is spontaneous.

(B) Formal communication involves non-verbal cues, while informal communication is verbal

(C) Formal communication occurs within an organization, while informal communication occurs outside of it.

(D) Formal communication is written, while informal communication is verbal.

10. Which approach can help in overcoming communication barriers caused by differing levels of knowledge or expertise ?

(A) Assuming everyone has the same level of understanding

(B) Using technical jargon extensively

(C) Tailoring the message to the audience's level of understanding

(D) Avoiding providing explanations

11. Which component of a business letter contains the sender's address and date ?

(A) Inside address   (B) Salutation   (C) Body   (D) Heading

12. In the structure of a business letter, what typically follows the body of the letter ?

(A) Complimentary close   (B) Signature block

(C) Subject line   (D) Date line

13. What is the standard font style and size used in most business letters ?

(A) Times New Roman, 12-point   (B) Arial, 10-point

(C) Comic Sans MS, 14-point   (D) Calibri, 11-point

14. What is the appropriate spacing between paragraphs in a business letter ?

(A) A Single spacing   (B) Double spacing

(C) 1.5 spacing   (D) Triple spacing

15. In _____ network, a single authority gives orders and instructions to all the employees around him.

(A) Circuit   (B) Star

(C) Wheel   (D) Chain

16. How should you respond to the question, "Tell me about yourself" ?

(A) Provide a detailed account of your personal life

(B) Talk about your entire work history

(C) Summarize your professional background and highlight relevant experiences and skills

(D) Refuse to answer the question

17. Which of the following is a best practice for handling questions during a presentation ?

(A) Ignore questions from the audience

(B) Answer questions defensively

(C) Listen actively and respond respectfully

(D) Interrupt audience members who ask questions

18. What is the primary goal of a group discussion ?

(A) To dominate the conversation

(B) To demonstrate individual knowledge superiority

(C) To exchange ideas and reach a consensus

(D) To silence opposing viewpoints

19. How can you ensure that meeting minutes accurately capture key decisions and action items ?

(A) Take incomplete notes

(B) Make up information

(C) Document decisions, action items and responsible parties clearly

(D) Don't bother with meeting minutes

20. What is a common technique to overcome nervousness before a public speaking engagement ?

(A) Avoiding eye contact with the audience

(B) Focusing solely on memorizing the speech word-for-word

(C) Practicing relaxation techniques such as deep breathing

(D) Drinking excessive amounts of caffeine

21. How can negotiators handle conflicts or disagreements during negotiations ?
(A) Escalate conflicts and resort to aggression

(B) Ignore conflicts and pretend they don't exist

(C) Address conflicts calmly and seek mutually beneficial solutions

(D) Manipulate or deceive the other party

22. How can mobile communication technology enhance communication flexibility ?

(A) By limiting communication to a specific location

(B) By allowing communication on the go, regardless of location

(C) By restricting communication to certain devices

(D) By increasing communication costs

23. What is the primary purpose of using project management software in communication ?

(A) To complicate project workflows

(B) To streamline communication and collaboration among team members

(C) To reduce project transparency

(D) To discourage project documentation

24. In a business setting, how should you handle interruptions during a conversation or meeting ?
   (A) Politely ignore the interruption
   (B) Encourage interruptions to keep the conversation lively
   (C) Acknowledge the interruption and address it appropriately
   (D) Respond aggressively to interruptions

25. What is the primary purpose of report ?
   (A) To monitor and control production
   (B) To control problem and sell products and services
   (C) To analyze problems and Predict practical alternatives
   (D) To solve problems and Supply facts

26. Which of these must be avoided in business letters ?
   (A) Abbreviations (B) Polite Words   (C) Clear Details (D) Formal Words

27. _____ is the process of carrying out business transactions through the internet. It involves buying and selling products and services and information via computer networks including the internet.
   (A) Trade   (B) Electronic Commerce
   (C) Commerce   (D) Exchange

28. Which of the following are advantages of newsletters ?
   (A) Act as a marketing tool
   (B) Help to get in touch with customers
   (C) Creating awareness about organization's products
   (D) All of the above

29. Reports are prepared and presented at regular and prescribed intervals is called _____.
   (A) Periodic reports   (B) Special reports
   (C) Informal reports   (D) Non-periodical reports

30. Modern business letters are usually written in :
   (A) Simplified style   (B) Indented style
   (C) Semi-block style   (D) Full-block style

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