

**PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY**

F.Y.BMS (Semester-I)

Subject –Business Communication I

Date:

- 1) The Latin word *communicare* means _____
 - i) To take
 - ii) To export
 - iii) To import
 - iv) To impart

- 2) Signs and Symbols were used when language did not exist _____
 - i) Telegram
 - ii) Symbols
 - iii) Letters
 - iv) Telephone

- 3) Idea arises in the mind of a _____
 - i) Sender
 - ii) Receiver
 - iii) Listener
 - iv) Community

- 4) Sender needs a _____ to send out a message.
 - i) Medium
 - ii) Vehicle
 - iii) Feedback
 - iv) Fees

- 5) Framing a message for sending it is called _____
 - i) Decoding

- ii) Making
- iii) Arranging
- iv) Encoding

6) Communication between the people and the _____ is the core element of a good corporate reputation.

- i) Sender
- ii) Receiver
- iii) Listener
- iv) Community

7) _____ brings in flexible work environment.

- i) Effective communication skills
- ii) Telecommuting
- iii) High status of individual
- iv) Radios

8) _____ are directly proportional to an ability to convince a customer to buy.

- i) Customers
- ii) Sales
- iii) Taxes
- iv) Shipments

9) _____ are business lifelines and their concerns must be addressed immediately

- i) Customers
- ii) Clients
- iii) Buyers
- iv) All the above

10) _____ develop an understanding of other regions, lifestyles and cultural variations all around the world

- i) Global citizens
- ii) Local Grocery shop owners
- iii) Local brands
- iv) Politicians

- 11) _____ ensures the success of message communicated.
- i) Encoding
 - ii) Decoding
 - iii) Feedback
 - iv) Symbols
- 12) _____ affects the choice of medium.
- i) Cost
 - ii) Effectiveness
 - iii) None of these
 - iv) Both
- 13) Communication should result in an _____ response.
- i) Lengthy
 - ii) Short
 - iii) Understanding
 - iv) Verbal
- 14) The message that does not receive a feedback is _____
- i) Mis-communicated
 - ii) Mis-interpreted
 - iii) Lost
 - iv) All the above
- 15) _____ feedback leads to an action plan.
- i) Positive
 - ii) Negative
 - iii) Neutral
 - iv) Energetic
- 16) Sender _____ the feedback whereas receiver _____ it.
- i) Encodes, Decodes
 - ii) Decodes, Encodes
 - iii) Forms, Destroys

- iv) Generates, receives
- 17) Looking confused after talking is _____ feedback
- i) Positive
 - ii) Negative
 - iii) Neutral
 - iv) Offensive
- 18) Gmail is _____ of communication.
- i) Channel
 - ii) Barrier
 - iii) Code
 - iv) Process
- 19) Big Data is _____
- i) All the data available on internet
 - ii) All the data available on Google
 - iii) All the data available on intranet
 - iv) All the data available on local network.
- 20) Technological advancement has not _____ the ease of communication.
- i) Increased
 - ii) Decreased
 - iii) Pacified
 - iv) Enhanced