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 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.

Mark only one oval.

- external
- diagonal
- horizontal
- lateral

10. A verbal communication occurs through the use of the ____ words and not the ____ words.

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.

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 _____.

Mark only one oval.

- verbal; body language
- non-verbal; kinesics
- verbal; kinesics
- non-verbal; proxemics
13. A decent _____ can always be a decent ______.

    Mark only one oval.

    ( ) speaker; listener
    ( ) writer; speaker
    ( ) communicator; listener
    ( ) listener; speaker

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

    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 _____.

    Mark only one oval.

    ( ) emphatic; communication
    ( ) rhetoric; empathise
    ( ) empathise; rhetoric
    ( ) communication; emphatic

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

    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.  

*Mark only one oval.*

- [ ] Jesperson  
- [ ] Ryburn  
- [ ] Grabe  
- [ ] Stallfiter

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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.  

*Mark only one oval.*

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

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

*Mark only one oval.*

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

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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.  

*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.

*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.

*Mark only one oval.*

- [ ] Agenda
- [ ] Formal meetings
- [ ] Informal meetings
- [ ] Meetings

23. Business proposals are usually accompanied by a/an _______.

*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.

*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 _______.  

*Mark only one oval.*  

- summary  
- business proposal  
- report  
- resolution  

26. _______ are precise and brief, and only relevant information is included in these reports.  

*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 _______.  

*Mark only one oval.*  

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

28. A presentation has _____ main elements.  

*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’.

Mark only one oval.

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

2 points

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

Mark only one oval.

- visual aids
- videos
- animations
- charts

2 points

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

Mark only one oval.

- employee
- subordinator
- chairperson
- member

2 points

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 ______.

Mark only one oval.

- mass media
- report
- presentation
- letter

2 points
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 ________.

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.

Mark only one oval.

☐ favourable relationship
☐ organisational goodwill
☐ receiver response
☐ receiver understanding

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

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.

Mark only one oval.

☐ Telephonic
☐ Video calling
☐ Face-to-face
☐ Writing
37. A resume without a/an ______ is like a shot in the dark.  

Mark only one oval.

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

2 points

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

Mark only one oval.

- two  
- three  
- four  
- five  

2 points

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

Mark only one oval.

- meeting  
- interview  
- GD  
- seminar  

2 points

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

Mark only one oval.

- three  
- four  
- five  
- six  

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

   *Mark only one oval.*
   
   a. sender  
   b. receiver  
   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?  
   
   *Mark only one oval.*
   
   ○ Downward communication
   ○ Upward communication
   ○ Diagonal communication
   ○ None of these

46. What are the benefits of written communication?  
   
   *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 ________.  
   
   *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?  
   
   *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?  

*Mark only one oval.*

- [ ] Facebook
- [ ] LinkedIn
- [ ] Skype
- [ ] Twitter

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

*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?  

*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 _______.  

*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 _____________.

*Mark only one oval.*

- haptics
- olfactory communication
- silence
- body language

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