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**S.K.S.S ARTS COLLEGE, THIRUPPANANDAL - 612504**



## QUESTION BANK

*Title of the Paper*

# BUSINESS COMMUNICATION

**Course: II B.Com.,  
Sub. Code: 16CACCM1C  
Semester: III**

*Prepared by*



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**ALLIED COURSE – III**  
**BUSINESS COMMUNICATION**

***UNIT – I***

Nature and Scope of Business Communication – Meaning and Importance of Communication, Kinds of Business Letters – Layout – Barriers to Communication.

***UNIT – II***

Enquiry and Reply – Orders and their Execution – Credit and Status enquiries – Claims and Adjustments.

***UNIT – III***

Collection Letters – Sales letters – Circular Letters – Bank Correspondence; Correspondence of a Company Secretary.

***UNIT – IV***

Application Letters – Meaning, Types- Guidelines to write Application letters and Resumes - Form and content of an Application letter. Report writing – Features, Types of Reports, Organization of a Business Report, Preparation of Report – Long and Short Report: Report by Individuals and Committees.

***UNIT – V***

Modern Communication methods – Online Communication – Fax, E-mail, Voicemail, SMS, Internet, Tele – Conferencing, Video – Conferencing, Electronic Bulletin Boards.

## UNIT – I

### CHOOSE THE CORRECT ANSWER

1. A person one who desirous of paying information is called
  - a. Executives.
  - b. Transmitter.
  - c. Secretary.
  - d. Manager.
  
2. \_\_\_\_\_ refers to the response or reaction of receiver to the sender's message.
  - a. Internal communication.
  - b. Transmission.
  - c. Feedback.
  - d. Decoding.
  
3. Written communication includes
  - a. Interviews.
  - b. Reports and forms.
  - c. Film.
  - d. Opinions.
  
4. Communication within the organization is known as
  - a. Oral communication.
  - b. Internal communication.
  - c. Written communication.
  - d. External communication.
  
5. Persuasion may be defined as
  - a. An effort to influence the attitudes.
  - b. Instruction.
  - c. Suitable form of communication.
  - d. All the above.
  
6. Morale stands for
  - a. Motivation.
  - b. Behavior.
  - c. Mental health.
  - d. Experience.
  
7. Oral communication includes
  - a. Diagrams.
  - b. Minutes.
  - c. Surveys.
  - d. Group discussion.
  
8. The correct place of the data in a letter is
  - a. The right-hand corner of the top below the heading.
  - b. The right-hand corner of the top above the heading.
  - c. The left-hand corner of the top below the heading.
  - d. The left-hand corner of the top above the heading.

9. Which one of the following is common barriers to effective communication?
  - a. Hand gesture.
  - b. Distractions.
  - c. Be a good listener.
  - d. Eyes and facial expressions.
  
10. This is mainly a communication barrier on the receiver's end
  - a. Emotions.
  - b. Poor listening skills.
  - c. Appearance.
  - d. Use of space.

**Answers:** 1.b 2.c 3.b 4.b 5.a 6.b 7.d 8.a 9.b 10.b

### **SHORT QUESTIONS (2 MARKS)**

11. What is communication?
12. What is communication process?
13. Is communication an art?
14. What is oral communication?
15. List out the principles of communication.
16. What are the essentials of good business writing?
17. Define business letter.
18. What do you mean by Layout?
19. What are the common barriers that impede communication?
20. What is "TECHNICAL JARGON"?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. What are the differences between one way and two-way communication?
22. State the need for commercial correspondence.
23. Explain the objectives of communication.
24. What is the importance of business letter?
25. How to make an effective business letter? Explain.
26. What is semi block format of a letter?
27. What is meant by encoding as an element of communication?
28. Explain psychological barriers of communication.
29. Explain 7 C's of communication.
30. How would you describe good or effective communication?

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. What is communication? Discuss the communication models.
32. Why is communication so important in a business organization? Discuss.
33. "Communication is as essential for a business concern as blood and breathing are for life"- Do you agree? Explain.
34. Discuss the essentials of an effective communication.
35. What is communication model? Discuss one way and two-way communication models.
36. Briefly explain the various kinds of communication.
37. Explain the importance of communication
38. How does language act as a barrier to effective communication?
39. Briefly explain barriers of communication
40. Write detail note on layouts of a business letter

## UNIT – II

### CHOOSE THE CORRECT ANSWER

1. Enquiry letters are written for asking
  - a. Information about product, price, etc.
  - b. Sellers detail
  - c. Delivery producers
  - d. All the above
  
2. The following is the permanent records for business
  - a. Ledgers
  - b. Business letters
  - c. Production reports
  - d. Other information
  
3. Body of a letter is divided into \_\_\_\_ parts
  - a. 1
  - b. 2
  - c. 3
  - d. 4
  
4. Order is an
  - a. Effective communication
  - b. Memo
  - c. Supply level
  - d. Authoritative
  
5. The aim of \_\_\_\_ should be organizations betterment
  - a. Suggestions
  - b. Order
  - c. Warning
  - d. Counseling
  
6. Written communication includes
  - a. Film
  - b. Interviews
  - c. Reports and forms
  - d. Speaking
  
7. Appropriate salutation for an application is
  - a. Dear sir
  - b. My dear sir
  - c. Sir
  - d. Sir Mr. xx
  
8. Dunning is also called
  - a. Letter of credit
  - b. Complaint letter
  - c. Collecting letter
  - d. All of the above

9. Letter of credit is issued
  - a. By customer
  - b. By bank
  - c. By supplier
  - d. By public
10. The purpose of adjustment letter is
  - a. To handle the customers complaint
  - b. To handle the workers problem
  - c. To handle the public problem
  - d. None of the above

**Answers:** 1.a 2.b 3.c 4.d 5.b 6.c 7.d 8.b 9.b 10.a

### **SHORT QUESTIONS (2 MARKS)**

11. What are enquiry letters?
12. What are solicited enquires?
13. What is Complaint letter?
14. Why adjustment letters are written?
15. Write a short note on credit letter.
16. What is the status of enquiry letter?
17. Define: order letters?
18. What is execution letter?
19. Define Adjustment letter.
20. What is meant by claims?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. What are the point that should be considered while drafting enquiry letters?
22. What are the points that should be considered for designing replies?
23. Give a note on cancellation of an order.
24. What should be considered while acknowledgement of order?
25. What is meant by adjustment policy? How it is formulated?
26. Write a short note on caveat emptor.
27. Explain the purpose adjustment letters
28. What points should be considered while drafting acceptance letters?
29. What you mean acceptance letter? Explain.
30. Write a short note on refusal letters.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Draft specimen enquiry letter asking for prices of T.V set.
32. Explain the various types of enquiries.
33. Explain the Quotations & Orders.
34. Draft enquiry letter asking for quotations of computers.
35. Write the contents of an order letter.
36. Discuss a letter stating acceptance of credit request.
37. Discuss the special features of the circular letter.
38. Explain the principles of designing adjustment letters.
39. Draft an adjustment letter in response to a complaint against damaged goods.
40. Narrate the stages involved in credit enquiry.

## UNIT – III

### CHOOSE THE CORRECT ANSWER

1. Credit is the life blood of
  - a. Commercial activities
  - b. Customer activities
  - c. Sales activities
  - d. None of the above
  
2. Sales letter starts with
  - a. An easy and effective way
  - b. An attention getting device
  - a. A smooth story
  - b. Buffer
  
3. \_\_\_\_\_ is the last stage of collection letter
  - a. Remainder
  - b. Warning
  - c. Enquiry
  - d. Appeal
  
4. A \_\_\_\_\_ is a written/ formal offer to supply goods /do a job for an agreed price
  - a. Enquiry
  - b. Request
  - c. Order
  - d. Tender
  
5. Are the names of business firms that can submit a report on a customer credit worthiness
  - a. Bank references
  - b. Trade references
  - c. Credit references
  - d. General references
  
6. Situation requires a circular letter
  - a. Opening a new shop
  - b. Introducing new product
  - c. Opening a new branch
  - d. All of the above
  
7. In circular letters, personal interest is created by using the word
  - a. Everybody
  - b. Our customers
  - c. You
  - d. Dear customer
  
8. In case of applying for loan, the documents to be produced are
  - a. Application form with required document
  - b. Documents and recommendation letters
  - c. Aadhar card and application form
  - d. None of these

9. Business correspondence means
  - a. An agent who provides banking services
  - b. An agent of business house
  - c. A type of money lender
  - d. All of the above
10. What services are offered by correspondent banks?
  - a. Loan providing
  - b. Currency exchange
  - c. Cheque clearing
  - d. None of the above

**Answers:** 1.c 2.b 3.d 4.d 5.b 6.d 7.d 8.c 9.b 10.a

### **SHORT QUESTIONS (2 MARKS)**

11. Define collection letters
12. What are final collection letters?
13. What are second series of collection letters?
14. Write short note on sales letter
15. What are credit letters?
16. What are circular letters?
17. How circulars are different from other trading letters?
18. What is bank correspondence?
19. When business house has to correspond with bank?
20. What should be considered while drafting letters to bank?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Mention the various stages of collection series.
22. What is the procedure of collection letters?
23. Explain the purpose of sales letter
24. What precautions must to be taken for drafting circular?
25. Why circulars are drafted? Explain.
26. Explain the functions of bank
27. Does bank correspondence require special skills?
28. What is the importance of bank correspondence?
29. Explain the duties of company secretary
30. Write a letter to the exporter enquiry about the despatch of goods

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Draft final collection letter
32. Draft a letter asking the customer to pay his over dues.
33. Explain the types of sales letters
34. Write circular of introducing new product
35. Write circular regarding opening of a new branch
36. Explain the various circular for different occasions
37. Write a letter to bank for opening a current account of accompany
38. Write a letter to bank requesting for loan
39. Write a complaint letter to the exporter stating that goods were defective
40. Explain the role of a company secretary during company meetings.



## UNIT – IV

### CHOOSE THE CORRECT ANSWER

1. The best way to apply for a job is to submit a resume that is;
  - a. Full of personal information
  - b. Specifically written for particular job
  - c. Suitable for any job
  - d. Self-recommending
2. Which of these is not a mode of address for any letter?
  - a. To a trades man
  - b. To a child
  - c. To a man
  - d. To a professional man
3. The space to be left from the top
  - a. 5 cms
  - b. 2.5 cms
  - c. 3 cms
  - d. 4.5 cms
4. Where are the details of enclosures mentioned?
  - a. Beginning of the letter
  - b. Below the signature column
  - c. Main body of the letter
  - d. Right hand side of the letter
5. Report present conclusions based on
  - a. Investigation
  - b. Intuition
  - c. Impression
  - d. All the above
6. The terms of reference for producing a specific report given by the:
  - a. Writer
  - b. Reader
  - c. Export
  - d. Organization
7. How many basic parts of a formal report are there?
  - a. 3
  - b. 6
  - c. 5
  - d. 4
8. A cover letter is normally written by the
  - a. Reader
  - b. Report writer
  - c. CEO
  - d. Top management

9. The structure of short reports usually contains
  - a. Terms and references
  - b. Collection of information
  - c. Findings and recommendations
  - d. All of the above
  
10. Report writing forms \_\_\_\_ part of business communication
  - a. Essential
  - b. Optional
  - c. Unimportant
  - d. Inessential

**Answers:** 1.c 2.b 3.a 4.b 5.a 6.d 7.a 8.b 9.d 10.a

### **SHORT QUESTIONS (2 MARKS)**

11. Define: JOB letter
12. What points should be considered while drafting job letters?
13. Define RESUME
14. Define C. V
15. What is report?
16. What are the various types of reports?
17. What is progress letter?
18. Write a short note on structure of report?
19. Draft a report on the need to introduce some incentive schemes to boost the sale of the company.
20. What is visuals?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Give the contents of a letter of application for a job.
22. Write a letter announcing the appointment for a certain post.
23. What point should be considered for writing job application letters?
24. Write a resume of an engineer
25. Write an application letter for the post of an accountant.
26. What is the importance of summary in a report?
27. Explain the structure of report
28. Draft a report by committee on expansion plan
29. Discuss the various types of visuals
30. State the merits of reports in business letters.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Explain the types of application letters.
32. How to prepare your resume?
33. Explain the layout of the resume.
34. What is the main purpose curriculum vitae? and write a format of CV
35. Draft recommendation letter about a candidate
36. What is business report. Discuss its various types.
37. Give specimen of directors' report.
38. What is auditors report? Draft the specimen of auditor's report
39. Explain the different parts of the long report.
40. Explain the kinds of business reports.

## UNIT – V

### CHOOSE THE CORRECT ANSWER

1. Which one of the following is not an information-based system?
  - a. MIS
  - b. DSS
  - c. SIS
  - d. SDS
  
2. Which one of the factors is not required for communication growth?
  - a. Growth in size of organizations
  - b. Negative atmosphere
  - c. Globalizations
  - d. Public relations
  
3. Which one of the following is not involved in the elements of communication?
  - a. Pipe
  - b. Sender
  - c. Message
  - d. Channel
  
4. Which of these is the third element of communication?
  - a. Sender
  - b. Channel
  - c. Message
  - d. Receiver
  
5. Video conferences provide \_\_\_\_\_ channels of nonverbal communication compared to audio conferencing
  - a. Less
  - b. The same
  - c. Grater
  - d. None of the above
  
6. What is the minimum number of wires needed to send data over its serial communication link layer?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
  
7. Which communication method is used to send data over a serial communication link?
  - a. Simplex
  - b. Half duplex
  - c. Full duplex
  - d. All of these
  
8. Which of the following is an example of a bounded medium?
  - a. Coaxial cable
  - b. Wave guide
  - c. Fiber optic cable
  - d. Wireless

9. Multiple repeaters in communication satellites are called
  - a. Detector
  - b. Modulator
  - c. Transponders
  - d. Stations
10. E- communication means
  - a. Electronic communication
  - b. Effective communication
  - c. Global communication
  - d. None of the above

**Answers:** 1.d 2.b 3.a 4.b 5.c 6.b 7.c 8.d 9.c 10.a

### **SHORT QUESTIONS (2 MARKS)**

11. Define 'Modern communication
12. Write short note on online communication
13. What is fax in communication?
14. Define 'E- MAIL
15. Define 'INTERNET
16. What is tele communication?
17. Define video conferencing
18. Define SMS
19. What is electronic bulletin boards?
20. What is e- communication?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Discuss the contents of modern communication
22. What are the elements of an effective presentation in a speech?
23. What are the contents of a press report?
24. Write a descriptive note on "multimedia".
25. What are the uses of internet in communication?
26. Explain about video conferencing
27. Write a note on
  - A) Online trading
  - B) Telephone answering machine
28. Distinguish between ancient and modern communication
29. List down the significance of electronic bulletin board
30. How to video conferencing systems work? Explain.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Discuss the various types of modern communication methods
32. Draft the salient features of technological development in communication
33. Explain; a) e-commerce b) voice mail and c) e- mail
34. What are the draw backs of modern communication system?
35. What is fax? State its significance
36. What are the inventions in communication technology?
37. How advancement in technology make communication faster? Explain
38. When is SMS the best choice for business communication? Discuss.
39. What are the benefits of video conferencing in workplace?
40. Briefly discuss about Electronic bulletin boards.