



## BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Business Administration & Bachelor of Law**

**Course Name – Business Communication**

**Course Code - BBALLB402**

**( Semester IV )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

### **Group-A**

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

- (1) Which of these should be avoided for an effective speech?
  - a) Determination of the purpose
  - b) Selection of message
  - c) Lack of interest
  - d) Selection of theme
- (2) Which of these ingredients is not required for selection of theme?
  - a) Planning
  - b) Disorganisation
  - c) Preparation
  - d) Organisation
- (3) Which of these should be avoided during the delivery of a speech?
  - a) Confidence
  - b) Clarity
  - c) Pauses
  - d) Rudeness
- (4) What is the maximum time for a short speech?
  - a) Ten minutes
  - b) Thirty minutes
  - c) Forty- five minutes
  - d) One hour
- (5) Which of these does not come under short speech?
  - a) Introducing dignitaries
  - b) Presenting reports
  - c) Giving a briefing
  - d) Presenting an award
- (6) Listening, like speaking, reading, and writing, is:
  - a) A habit
  - b) a skill

- c) an art
- d) a gift of nature
- (7) Listening and hearing refer to:
- a) the same thing
- b) a specific act versus a general act
- c) mental and physical acts, respectively
- d) different things
- (8) Evaluative listening is successful when we:
- a) accurately distinguish stimuli in a message.
- b) understand the intended meaning of a message.
- c) make critical assessments of the accuracy of the facts in a message.
- d) all of the above.
- (9) Which of these is not a step in the listening process?
- a) To stop talking
- b) Receiving
- c) Misinterpreting
- d) Responding
- (10) Which of these is the third step in the listening process?
- a) Stop talking
- b) Interpreting
- c) Responding
- d) Receiving
- (11) \_\_\_\_\_ is the last step of the listening process.
- a) Receiving
- b) Interpreting
- c) Responding
- d) Stop talking
- (12) Which of these types of listening lacks depth?
- a) Appreciative listening
- b) Superficial listening
- c) Focused listening
- d) Evaluative listening
- (13) Which of the following is an example of a soft skill that allows a person to convey ideas and influence change?
- a) Self motivation
- b) Communication
- c) Technological proficiency
- d) Personal accountability
- (14) Hard skills are \_\_\_\_\_ skills used to perform daily job functions.
- a) Subtle
- b) Time Management
- c) Creative Thinking
- d) Technical Thinking
- (15) Which of the following is NOT a soft skill?
- a) Professionalism
- b) Communication skills
- c) Time management skills
- d) Typing skills
- (16) \_\_\_\_\_ is increasing Leadership rapidly:
- a) Strategy
- b) Command
- c) Control
- d) Getting others to follow
- (17) Which of these is not a physiological barrier?
- a) Fear
- b) Different perception
- c) Gel effect
- d) Halo effect
- (18) Which of these occur because of difference in language?

- a) Physical barriers
  - b) Linguistic barriers
  - c) Cultural barriers
  - d) Speech decoding
- (19) What following technique helps in time management?
- a) Optimize work environment
  - b) use list
  - c) beware of time wasters
  - d) all of the above
- (20) What is one common time management mistake?
- a) Procrastination
  - b) Manage Distractions
  - c) taking breaks
  - d) Scheduling tasks
- (21) Rapport is
- a) the ability to evaluate another's point of view
  - b) when you are attracted to someone
  - c) the process of building a relationship with others
  - d) A close connection marked by common interest or similarity in values
- (22) Which of the following swot elements are the internal factors?
- a) strengths and weaknesses
  - b) opportunities and threats
  - c) strengths and opportunities
  - d) weaknesses and threats
- (23) Which of the following is false regarding why a swot analysis is used?
- a) to build on the strengths of a business
  - b) to minimize the weakness of a business
  - c) to reduce opportunities available to a business
  - d) to counteract threats to a business
- (24) Which of the following could be a strength?
- a) weather
  - b) a new international market
  - c) a price that is too high
  - d) the location of a business
- (25) Which of the following could be an opportunity?
- a) Having quality processes and procedures
  - b) Moving into new market segments
  - c) damaged reputation
  - d) a new competitor in your home market
- (26) Which of the following could be a threat?
- a) Changes in technology
  - b) A market vacated by an ineffective competitor
  - c) location of your business
  - d) lack of marketing expertise
- (27) Who usually conducts a swot analysis for a business?
- a) financial institutions
  - b) lawyers
  - c) employees
  - d) managers
- (28) Which of the following is not a benefit of teamwork?
- a) improved solutions to quality problems
  - b) improved ownership of solutions
  - c) improved communications
  - d) decline in integration
- (29) Which of the following is often called the key attribute of an effective team?
- a) communication
  - b) problem solving
  - c) all get on
  - d) motivation
- (30) Benefits of teamwork include
- a) increased productivity, motivation, morale
  - b) improved product quality and customer service

d) neither statements

(31) In order to handle stress, it is essential to

b) prevent it

d) do nothing

a) getting enough sleep

b) a proper diet

d) taking time out for relaxation

a) how to avoid pressures of life

b) how to develop skills to adjust to the pressures of life

d) None of the above

a) empowerment

b) weakness

d) skills

a) skimming

b) scanning

d) sub-vocalization

a) includes gestures

b) includes eye contact

d) all of the above

a) the words spoken

b) the various meanings in different languages

c) the vocal messages of pitch,rate loudness

d) languages passed on from parent to child

a) Emotional stability

b) Hostility

c) Ignorance

d) Aggressiveness

a) Hostility

b) Ignorance

c) knowledge

d) long sentences

a) prioritize your work

b) ignore all the unexpected work

c) delay any unnecessary work

d) all of the above

a) specific content

b) presenter

c) visual aids

d) audience

a) the time limit

b) the available material

- c) your purpose  
d) the audience's needs
- (43) In presentation design, maximum limit is allotted to  
a) introduction  
b) question-answer session  
c) main body  
d) conclusion
- (44) It is a good idea to research a company  
a) prepare a job search  
b) learn about specific companies and industries  
c) prepare for interview questions  
d) all of the above
- (45) Good grooming includes  
a) gold and silver jewellery  
b) perfume or cologne  
c) polished shoes  
d) a name tag
- (46) A video- conferencing interviews  
a) are not often used  
b) are more expensive because of the equipment  
c) can be cost efficient for employers when interviewing out of station candidates  
d) are used in 90% of first interviews
- (47) Interviews are conversations with  
a) fun  
b) purpose  
c) friendliness  
d) informality
- (48) In which kind of interview, insults are common?  
a) screening interview  
b) stress interview  
c) behavioral interview  
d) group interview
- (49) The name that Jimmy took in the new town was \_\_\_\_\_.  
a) Elmore  
b) Billy  
c) Ralph  
d) Willy
- (50) The girl whom Jimmy fell in love with was \_\_\_\_\_.  
a) Isabella  
b) Adella  
c) Polly  
d) Annabel
- (51) Jimmy's would-be father-in-law was a \_\_\_\_\_.  
a) Safe-cracker  
b) Tea-stall owner  
c) Banker  
d) Shoe-maker
- (52) How long did Jimmy stay or serve in the jail?  
a) two months  
b) nine months  
c) ten months  
d) one year
- (53) What was the number of Jimmy in the jail?  
a) 9672  
b) 9762  
c) 9863  
d) 9572
- (54) How much did Jimmy pay the blind man?  
a) quarter of a dollar  
b) half of a dollar  
c) one dollar  
d) two and a half dollar

- (55) Who is the investigator in the story 'Jimmy Valentine'?
- a) Bob Dolan
  - b) Jim Whatmore
  - c) Pete Denver
  - d) Ben Price
- (56) Where did Jimmy arrive after the three burglaries?
- a) Elionois
  - b) Montgomery
  - c) Elmore
  - d) Springfield
- (57) Where did Jimmy want to meet Billy?
- a) Elmore
  - b) Sullivan's place
  - c) Springfield
  - d) Richmond
- (58) How old was Agatha who got trapped inside the vault?
- a) 5 years
  - b) 7 years
  - c) 6 years
  - d) 9 years
- (59) Who shut Agatha in the vault?
- a) Mary
  - b) Sally
  - c) May
  - d) June
- (60) How long did Jimmy take to open the vault?
- a) 5 minutes
  - b) 10 minutes
  - c) 15 minutes
  - d) 2 minutes