

QUESTION 2012

Group – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives from the following:

i) A business letter is incomplete without

a) subject

b) signature

c) heading

d) all of these

ii) Listener pay heed to the verbal content

a) 7% of the time

b) 38% of the time

c) 55% of the time

iii) Barriers in communication may arise at

a) both sender's and receiver's level

c) feedback level only

b) transmission level only

d) at all the levels mentioned here

iv) 7 Cs of a good business letter do *not* include

a) concise

b) courteous

c) commendable

d) complete

v) Cultural difference may be termed as a

a) physical barrier only

c) personal barrier only

b) psychological barrier only

d) both personal and psychological barriers

vi) By the word 'communication' we mean

a) giving ideas

c) exchanging of information

b) receiving ideas

d) all of these

vii) Upward and downward flows of message constitute

a) vertical communication

c) diagonal communication

b) horizontal communication

d) lateral communication

viii) "Shannon-Weaver Model Introduces Feedback as a corrective to Noise." The statement is

a) true

b) false

c) may be true

d) may be false

ix) Poor vocabulary is an example of a / an barrier of communication.

a) semantic

b) psychological

c) physical

d) organizational

x) An auditor's Report is a / an

a) informal report

b) committee report

c) individual report

d) special report

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Group – B

(Short Answer Type Questions)

2. What is SWOT analysis? How can it be used by individuals and organizations?
See Topic: **SELF – DEVELOPMENT & COMMUNICATION**, Short Answer Type Question No. 4.
3. You are the Executive Director of an organization. You are worried about the amount of time employees are spending at the office canteen during working hours. Write a memo to be circulated among all your employees, asking them to be at their desks during duty hours.
See Topic: **WRITING SKILLS**, Short Answer Type Question No. 8.
4. Explain noise in communication in brief.
See Topic: **CORPORATE COMMUNICATION**, Short Answer Type Question No. 6.
5. Write a short note on paralanguage.
See Topic: **NON-VERBAL COMMUNICATION**, Short Answer Type Question No. 1.

Group – C

(Long Answer Type Questions)

6. What is interdependence? Explain Voté's model with diagram.
See Topic: **SELF – DEVELOPMENT & COMMUNICATION**, Short Answer Type Question No. 1.
7. Discuss the advantages and limitations of e-mail.
See Topic: **MODERN FORMS OF COMMUNICATING**, Short Answer Type Question No. 2.
8. Write a collection letter of one of your regular customers, an absent-minded professor, whose dues for purchase of books have not been settled in spite of repeated reminders.
See Topic: **WRITING SKILLS**, Long Answer Type Question No. 12.
9. Describe the types of formal communication network. What are the advantages and limitations of formal communication network?
See Topic: **CORPORATE COMMUNICATION**, Long Answer Type Question No. 4.
10. Paton India Ltd., Delhi, wants a management trainee in the age group of 21-25, smart, having good communication skill and fluent in English. Write an application for the job along with your CV addressing the managing director.
See Topic: **WRITING SKILLS**, Long Answer Type Question No. 13.