

**Sheth T.J. Education Society's**  
**Sheth N.K.T.T. College of Commerce &**  
**Sheth J.T.T. College of Arts, Thane**

**FYBMS – BUSINESS COMMUNICATION-II– SEM II**

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**QUESTION BANK**

**Module 1: -**

1. What is presentation? Explain the following graphics in presentation with suitable diagrams-
  - a. Flow charts
  - b. Bar graphs
  - c. Organizational charts
  - d. Tables
  - e. Line charts
  - f. Pie Diagrams
2. Explain the do's and don't's of presentation.
3. Explain the 4P's in presentation.
4. What are prompts in presentation?
5. Explain in detail the preparation phase of presentation.
6. What are the flaws in presentation?

**Module 2: -**

1. What is Group Discussion? Explain the Do's and Don'ts of group discussion.
2. Explain the role of various participants in group discussion.
3. Explain the role of leader in group discussion.
4. What is interview? Explain all the different types of interview. (structured, unstructured, exit, stress, psychological, panel, sequential, one to one, behavioral, situational, telephonic, appraisal, promotion)
5. Explain the Dos' and Dont's of interview
6. Explain the advantages and disadvantages of interview.
7. What facts one must know about a company before going for the interview?
8. Explain the role of Interviewer in interview.
9. Explain the role of Interviewee in interview.
10. Define Meetings. Explain the 10 golden rules of meeting.
11. What are the advantages and disadvantages of meetings?
12. What are agenda, notice, resolution, minutes and quorum?
13. Define Conference. Explain the various types of conference.
14. Define Public Relations? Explain its importance.

15. What are the functions of PR department.
16. Explain the internal measures of PR
17. Explain the external measures of PR.
18. What points must be taken into consideration before organizing a meeting?

**Module 3: -**

1. Write letters on the following: -
  - Letter of inquiry
  - Letter of reply to inquiry
  - Order letter
  - Complaint letter
  - Sales letter
2. Consumer Grievance Redressal letter.
3. Letters under Right to information act 2005.

**Module 4: -**

1. Feasibility report
2. Investigative report
3. Summary Writing

**MULTIPLE CHOICE QUESTIONS**

1. During a \_\_\_\_\_ interview there are many interviewers.
  - a. a.stress    b.exit    c.panel    d.behavioural
2. \_\_\_\_\_ records the proceedings of a meeting.
  - a. a.secretary    b.CEO    c.CFO    d.MD
3. Conference organised by professional bodies are known as \_\_\_\_\_ conferences.
  - a. a. academic    b.formal    c.casual    d.informal
4. \_\_\_\_\_ is about interacting with public beyond the organisation.
  - a. a.internal public relation    b.media    c.external public relation
  - d.shareholders

5. ABC LTD wants to purchase personalized pens for employee gifting and wants to know about pricing, quality and other details from LTC LTD. In such scenario ABC LTD should draft \_\_\_\_\_ letter to LTC LTD.
- a. a. Letter of inquiry    b.Complaint letter    c.Sales letter    d.RTI letter
6. Zen cycles wants to promote the selling of their newly launched cycle they will draft \_\_\_\_\_ letters for their customers.
- a. a. Letter of inquiry    b.Complaint letter    c.Sales letter    d.RTI letter
7. Mr.Om has purchased books from "Deepa Bookstore" however the books he received are damaged and even after complaining to the shopkeeper he has denied exchange or refund for the books. In such scenario Mr.Om should draft \_\_\_\_\_ letter.
- a. a.Consumer Grievance Redressed Letter    b.Complaint letter    c.Sales letter  
d.RTI letter
8. \_\_\_\_\_ is an internal measure of Public relations.
- a. a.suggestion scheme    b.image building    c.open house    d.radio
9. \_\_\_\_\_ is a formal expression of opinion by a group at a meeting.
- a. a.agenda    b.notice    c.resolution    d.quorum
10. \_\_\_\_\_ is a written intimation of the date, time, place and business to be transacted at the meeting.
- a. a.agenda    b.notice    c.resolution    d.quorum
11. For a group discussion, understand the topic well \_\_\_\_\_ the group discussion topic is given.
- a. a.before    b.at    c.after    d.never
12. RTI Act was established in the year\_\_\_\_\_.

- a. a.2004 b.2005 c.2006 d.2007
13. \_\_\_\_\_of report indicates desired solution.
- a. a. title b.subject, c.recommendations d.findings
14. Circle of a pie graph represents \_\_\_\_\_.
- a. a.50% b.40% c.100% d.20%
15. \_\_\_\_\_is an open platform for meeting of likeminded people.
- a. a.workshop b.public conference c.seminars d.symposium
16. \_\_\_\_\_are company newspapers used to convey urgent and important information to members of organization.
- a. a.image building b.news bulletins c.house organs d.bulletin schemes
17. \_\_\_\_\_publishes company's achievements and profile.
- a. a.podcast b.webpage c.blog, d.leaflet
18. \_\_\_\_\_interviews are held to appraise and review the performance of employees once or twice a year.
- a. a.reprimand b.grievance c.selection d.appraisal
19. \_\_\_\_\_ shows working relationships of staff position in the organization.
- a. a. tables b.flow charts c.line charts d.organizational charts
20. Which is the last step in preparing a presentation?
- a. a.practice b.actual presentation c.introduction d.pre planning
21. Using right language and lucid delivery is a part of \_\_\_\_\_skills of presentation.
- a. a.verbal b.visual c.vocal d.creative
22. Report must be ended by affixing \_\_\_\_\_ on it.
- a. a.title b.signature c.subject d.letterhead

23. What is the role of leader in group discussion?
- a. a. be biased    b.insult members    c.maintains decorum    d.creates conflict
24. \_\_\_\_\_ is a verbal oriented test.
- a. a. group discussion    b.group play    c.group presentation    d.group manners
25. \_\_\_\_\_ management is the function of Public Relations Department.
- a. a.Crisis    b.personal    c.government    d.taxation
26. Content should be decided in proportion to the \_\_\_\_\_ available for presentation.
- a. a.time    b.cost    c.benefits    d.fonts
27. A \_\_\_\_\_ is a container that holds information about items like container.
- a. a.tables    b.line graph    c.charts    d.bar graphs
28. \_\_\_\_\_ provides information through transparencies.
- a. a.PHP    b.LCD    c.LED    d.OHP
29. \_\_\_\_\_ is arranged to exhibit new products making it possible for the business people to meet all suppliers at one place.
- a. a.round table    b.trade exhibition    c.professional conference    d.trade conference
30. In a \_\_\_\_\_ public who come to network with vendors make new connections.
- a. a.round table    b.trade exhibition    c.professional conference    d.trade conference
31. In a presentation \_\_\_\_\_ consists of the subject matter that is to be communicated by the speaker to the listener.
- a. a.bullets    b.fonts    c.content    d.captions
32. While giving a presentation \_\_\_\_\_ posture should be used.

- a. a.good b.bad c.poor d.moderate
33. The statement of terms of reference should be prepared at the \_\_\_\_\_ of report.
- a. a.end b.start c.middle d.anytime
34. \_\_\_\_\_ are organized to discuss a particular topic.
- a. a.workshops b.public conferences c.symposium d.seminars
35. \_\_\_\_\_ compares 2 variables.
- a. a.tables b.bar graphs c.line charts d.pie diagrams
36. \_\_\_\_\_ display percentages.
- a. a.tables b.line graphs c.bar graphs d.pie charts
37. The primary aim of \_\_\_\_\_ interview is to seek clarification regarding the problems.
- a. a.reprimand b.selection c.grievance d.exit
38. \_\_\_\_\_ interview is conducted when employees leave the organization.
- a. a.reprimand b.selection c.grievance d.exit
39. \_\_\_\_\_ questions enables candidates to provide in depth information.
- a. a.closed b.open c.concise d.concrete
40. \_\_\_\_\_ of the meeting is a listed program of various items of business.
- a. a.agenda b.notice c.resolution d.minutes
41. \_\_\_\_\_ are casual gatherings and cost incurred in conducting them are refreshments and entertainments.
- a. a.workshops b.public conference c.seminars d.symposium
42. \_\_\_\_\_ are arranged to give hands on experience for the participant with demonstrations and activities.
- a. a.workshops b.public conference c.seminars d.symposium

43. \_\_\_\_\_ involves coming together of peers to exchange thoughts and opinions on a certain topic, usually political or critical.
- a. a. round table conference   b. trade exhibition   c. professional conference   d. trade conference
44. \_\_\_\_\_ are meant to enable for employees to learn from others in organisation.
- a. a. round table conference   b. trade exhibition   c. professional conference   d. trade conference
45. \_\_\_\_\_ is an external measure of Public relations.
- a. a. image building   b. suggestion scheme   c. house organs   d. bulletins
46. \_\_\_\_\_ are periodic publication of organisation.
- a. a. image building   b. suggestion scheme   c. house organs   d. bulletins
47. \_\_\_\_\_ is a magazine published by the company for its employees and its members.
- a. a. house organs   b. news bulletins   c. house journals   d. bulletin scheme
48. \_\_\_\_\_ are cutting of articles.
- a. a. house organs   b. news bulletins   c. press clippings   d. bulletin scheme
49. \_\_\_\_\_ letter is a sales message by a seller to the buyer.
- a. a. sales   b. order   c. inquiry   d. collection
50. Even if the complaint is found to be false the seller should draft reply in a \_\_\_\_\_ manner.
- a. a. polite   b. rude   c. cruel   d. bad
51. ABC LTD had inquired with LTC Ltd about the details of pens they wanted to gift to their employees. Which letter will LTC LTD draft for ABC LTD?
- a. a. Letter of inquiry   b. Reply to letter of inquiry   c. Sales letter   d. Order letter

52. Ms.Shanti has applied for a new PAN Card and hasn't received it yet even after fulfilling all requirements . Which letter will she draft to know the status?

- a. a.Letter of inquiry   b.Reply to letter of inquiry   c.RTI letter   d.Consumer Grievance Redresal letter

53. Zen cycles have liked the quotations sent by Len Cycle and want to place order with them for 500 bicycles.Which letter will Zen cycles draft for Len Cycles?

- a. a.Letter of inquiry   b.Reply to letter of inquiry   c.Sales letter   d.Order letter

54. You have received a defective product from an online shopping site. Which letter will you draft?

- a. a.Letter of inquiry   b.Reply to letter of inquiry   c.RTI letter   d.Consumer Grievance Redresal letter

55. You want to promote the sale of your newly launched chain of hotels. Which letter will you draft?

- a. a.Letter of inquiry   b.Reply to letter of inquiry   c.Sales letter   d.Order letter

56. Content in a presentation should be devoid of \_\_\_\_\_.

- a. a.content   b.errors   c.details   d.fonts

57. Content should be supported with ample number of \_\_\_\_\_.

- a. a.illustrations   b.errors   c.diagrams   d.fonts

58. While giving a presentation, posture and \_\_\_\_\_ should communicate positive messages.

- a. a.space   b.structure   c.gestures   d.body orientation

59. At the end of presentation always allow time for \_\_\_\_\_.



- a. a.space b.talk c.comments d.questions
60. In a table whenever you want to view more than one record at a time, you do so In a \_\_\_\_\_.
- a. a.table view b.table report c.table cross d.table paste
61. \_\_\_\_\_ displays information as a series of data points connected by straight line segments.
- a. a.table b.bar graphs c.line charts d.pie diagrams
62. \_\_\_\_\_ is a symbolic representation of a process.
- a. a.table b.bar graphs c.flow charts d.pie diagrams
63. Which is the 1st step in preparing a presentation?
- a. a.presenting b.review c.pre-planning d.induction
64. The \_\_\_\_\_ indicates content of report.
- a. a.title b.procedure c.content d.recommendations
65. \_\_\_\_\_ Facts make report confusing and misleading.
- a. a.relevant b.misguiding c.irrelevant d.guiding
66. Report is a kind of \_\_\_\_\_ document.
- a. a.scientific b.judicial c.irrelevant d.fake
67. A \_\_\_\_\_ is a condensed version of communication material such as report, series of letter etc.
- a. a.draft b.summary c.letterhead d.leaflet
68. Consumer protection act was established in the year \_\_\_\_\_.
- a. a.1983 b.1984 c.1985 d.1986

69. The interview taken to check the mental health of a candidate is known as \_\_\_\_\_ interview.
- a. a.stress   b.psychological   c.exit   d.grievance
70. Reading newspapers and books regularly must be done \_\_\_\_\_ the group discussion.
- a. a.at   b.never   c.before   d.after
71. Four steps in preparing effective presentation are plan, \_\_\_\_\_, practice and present.
- a. a.Prepare   b.post   c.postpone   d.print
72. The goal of the presentation should be decided in \_\_\_\_\_ stage.
- a.Prepare   b.planning   c.postpone   d.printing
73. The first part in the structure of the presentation includes \_\_\_\_\_.
- a.Main theme   b.summary   c.key message   d.introduction
74. Short bullet points included in the presentation are known as \_\_\_\_\_.
- a.jargons   b.summary   c.key message   d.prompts
75. A presentation should have maximum \_\_\_\_\_ number of bullets per slide.
- a.6   b.7   c.8   d.9
76. A presenter should wear \_\_\_\_\_ colours as his attire for presentation.
- a.dark   b.warm   c.cool   d.low shade
77. To engage the audience throughout the presentation the presenter must make a strong \_\_\_\_\_ of the presentation.
- a.end   b.debate   c.start   d.questions
78. Lack of \_\_\_\_\_ will lead to flaws in presentation.
- a.enthusiasm   b.questions   c.start   d.smile

79. Charts showing working relationship of workers are known as \_\_\_\_\_ charts.  
a.flow b.line c.organisational d.bar
80. The participant who plays the role of giving information in group discussion is known as \_\_\_\_\_.  
a.criticizer b.supporter c.leader d.data giver
81. The participant who tries to control the flow of other participants is known as \_\_\_\_\_.  
a.criticizer b.traffic policeman c.leader d.data giver
82. The participant who tries to summarise the discussion is known as \_\_\_\_\_.  
a.summariser b.traffic policeman c.leader d.data giver
83. \_\_\_\_\_ is one of the limitations of interview.  
a.halo effect b.thank you note c.inquiry d.gives in-depth information
84. \_\_\_\_\_ is one of the fact that you should know about a company before going for the interview.  
a.bank statement b.thank you note c.competitors of the company d.employees
85. \_\_\_\_\_ interviews are conducted by a psychologist.  
a.psychological b.behavioural c.panel d.situational
86. In \_\_\_\_\_ interviews candidates are asked to describe how they would react to a situation in future.  
a. a.psychological b.behavioural c.panel d.situational
87. In \_\_\_\_\_ interviews candidates are asked how did they react in the past.  
a. a.psychological b.behavioural c.panel d.situational
88. In \_\_\_\_\_ interview the interviewer tries to guage the group management and group presentation skills of a candidate.

a.psychological b.behavioural c.panel d.situational

89. Sequential interviews are also known as \_\_\_\_\_ interviews.

a.structured b.unstructured c.serial d.panel

90. \_\_\_\_\_ is one of the advantage of interviews.

a.deep and free response b.costly in time c.requires skills d.difficult to summarise  
the response

91. \_\_\_\_\_ conferences are different from traditional conferences.

a.round b.trade c.unconferences d.private

92. \_\_\_\_\_ conferences are conducted in such a manner that participants sit at a round  
table, so that each one can face all the others.

a.round b.trade c.unconferences d.private

93. \_\_\_\_\_ conferences are also known as business conferences.

a.round b.trade c.unconferences d.private

94. Once or twice a year the company keeps its factory premises open to the public this  
external measure of Public Relations is known as \_\_\_\_\_.

a.Open House b.Trade Fairs c.Seminars d.radio

95. \_\_\_\_\_ are prepared in the form of newsletter or circulars.

a.house organs b.bulletins c.newsletters d.press clippings

96. \_\_\_\_\_ letters are outcome of inquiries, quotations.

a.order b.sales c.adjustment d.complaint

97. Mr.X has received a damaged oven from “ABD Electronics LTD.” Which letter should  
he first draft to “ABD Electronics LTD” in such case?

a.order b.sales c.adjustment d.complaint

98. You want to promote the launch of your newly launched soap in the market. Which letter will you draft?  
a.order b.sales c.adjustment d.complaint
99. First part of the report is it's \_\_\_\_\_.  
a.title b.terms of reference c.signature d.place
100. Quick meetings are the ones which are held in the last \_\_\_\_\_ minutes of the day.  
a. 20 b.15 c.18 d.19
101. \_\_\_\_\_ oriented minutes should be prepared and circulated after the meeting.  
a.brief b.cost d.expense d.action
102. \_\_\_\_\_ resolution is atleast three times the total number of votes cast against the resolution.  
a.ordinary b.special c.extra ordinary d.majority
103. \_\_\_\_\_ are the official records of business transacted at the meetings.  
a.minutes b.agenda c.special resolution d.ordinary resolution
104. Meeting should be held at \_\_\_\_\_ places where attendees feel free to participate and no one gains and advantages.  
a.long distance b.neutral c.near nature d.in malls
105. \_\_\_\_\_ is an internal measure of Public Relations.  
a.Advice and counselling b.open house c.trade fairs d.exhibitions

\*\*\*\*\*THE END\*\*\*\*\*