

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	The most important goal of a business communication is:	Favorable relationship between sender and receiver	Organization Goodwill	Receiver Response.	Receiver understanding.	A	CO1	L1
A	obj	1	To convert a message into groups of words, symbols, gestures, or sounds that present ideas or concepts is called:	encoding.	feedback.	noise.	media richness.	A	CO1	L4
A	obj	1	Which of the following is not a medium of transmission?	memos.	policy statements.	discussions.	none of the above.	D	CO1	L4
A	obj	1	Which of the following is an example of nonverbal communication media?	time.	bulletin board.	space.	A & C	D	CO2	L2
A	obj	1	Any communication that conveys a message consisting of words is called:	verbal communication.	oral communication.	written communication.	non verbal communication.	A	CO2	L2
A	obj	1	A certain look or glance is an example of:	verbal communication.	oral communication.	written communication.	non verbal communication.	D	CO1	L3
A	obj	1	Manuals and policy statements are referred to as:	upward communication.	horizontal communication.	downward communication.	none of the above.	D	CO1	L4
A	obj	1	Suggestions for improvements from an employee in the accounting department is an example of:	upward communication.	horizontal communication.	downward communication.	the grapevine.	A	CO1	L4
A	obj	1	When the accounting manager communicates to the purchasing manager the dollars available for purchases in the current month, this is an example of:	upward communication.	horizontal communication.	downward communication.	the grapevine.	B	CO1	L4
A	obj	1	An informal and unstructured communication channel that cuts across formal channels of communication is called:	upward communication.	horizontal communication.	downward communication.	the grapevine.	D	CO1	L4
A	obj	1	Which of the following is a quick and clear method of communication	e-mail	notices/posters	face-to-face informal communication	business meetings	C	CO1	L1
A	obj	1	Which method is good for taking leave in the office.	Website	notices/posters	e-mail	business meetings	C	CO1	L4
A	obj	1	Communication starts with:	Encoding	Sender	Channel	Feedback	B	CO1	L1
A	obj	1	The number of key elements in the communication process is:	Five	Six	Seven	Four	A	CO1	L1
A	obj	1	The two broad areas of communication are:	Oral and written communication	Verbal and written communication	Verbal and non-verbal communication	Oral and non-verbal communication	C	CO1	L1
A	obj	1	Which of the following combination is /are example/s of oral communication?	Meetings, memos, and presentations	Meetings, memos, and performance reviews	Meetings, presentations, and performance reviews	All the above	C	CO1	L4
A	obj	1	Which of the following combination is /are example/s of written communication?	Letters and voicemail	Reports and email	Circulars and voicemail	All the above	B	CO1	L4
A	obj	1	Orders and directives are the examples of:	Downward communication	Upward communication	Diagonal communication	Horizontal communication	A	CO1	L4

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A	obj	1	Communication between HR manager and the salesman is an example of:	Horizontal communication	Lateral communication	Diagonal communication	Vertical communication	C	CO1	L4
A	obj	1	Communication between HR manager and Finance manager is an example of:	Downward communication	Upward communication	Diagonal communication	Horizontal communication	D	CO1	L4
A	obj	1	Lack of openness in communication	reduces employee satisfaction	has no effect on employee satisfaction	reduces management satisfaction	shows good management control	A	CO1	L4
A	obj	1	Three ways in which communication flows through formal organizational channels are called:	Loose coupling, tight coupling and uncoupling	Positive flow, negative flow and peripheral flow	Downward flow, upward flow and horizontal flow	the grapevine, the gatekeeper and the network	C	CO1	L1
A	obj	1	All of the following might be used to improve organizational communication except:	surveys and feedback	management training	filtering	TV networks	C	CO1	L1
A	obj	1	Which of the following problems can occur as a result of ineffective downward flow?	Employees feeling that they don't receive enough information to do their jobs	Employees feeling that they receive too much information	Employees feeling the information they receive is not the information they need	All of the above	D	CO1	L4
A	obj	1	Communication that tries to increase the number of receivers is:	group communication	oral communication	mass communication	internal communication	C	CO1	L1
A	obj	1	Information doesn't include:	data	emotion	files	facts and figures	B	CO1	L1
A	obj	1	Organizations connected by electronic network, is the most effective method of communication.	intercom	public address system	fax	email	D	CO2	L2
A	obj	1	When you are pretending to be attentive, your listening will face problems due to:	lack of interest	emotional blocks	tendency to criticize	impatience	A	CO2	L3
A	obj	1	What should you say instead of "mental state of mind"	state mind	mental	mental state	mental mind	C	CO2	L3
A	obj	1	It is not possible to communicate, unless there is:	a common symbol	a common understanding of the symbols	a common understanding	a common thought	B	CO1	L1
A	obj	1	On the _____ it is possible to get immediate feedback	letter.	telephone.	e-mail.	fax.	B	CO1	L1
A	obj	1	_____ refers to the special language of a trade.	jargon	expression.	colloquialism.	suggestion.	A	CO1	L1
A	obj	1	Audio-Visual communication is most suitable for mass _____ and mass _____	publicity & education.	policies & political.	save & store.	Education & political.	A	CO2	L3
A	obj	1	Interpretation of data is followed by _____	recommendation.	suggestion.	conclusions.	complaint.	B	CO2	L3
A	obj	1	The main objective of communication is _____	information and persuasion.	skill and personality development.	control and management.	need.	B	CO1	L1
A	obj	1	Effective communication can only be achieved when _____	the audience is understood.	feedback is encouraged.	thoughts are organized.	systematic delivery of speech.	A	CO2	L2

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A	obj	1	Physical Barriers to communication are _____	time and distance.	interpretation of words.	denotations.	connotations.	A	CO2	L2
A	obj	1	_____ channel of communication called the grapevine.	formal.	informal.	horizontal.	Vertical	B	CO1	L1
A	obj	1	_____ implies respect for the readers point of view.☐	consideration.	order.	courtesy.	none.	A	CO2	L2
A	obj	1	_____ is impersonal and professional	counselling	advice	suggestion	warning	A	CO2	L2