**GLOBAL COLLEGE INTERNATIONAL**

**PRE-BOARD EXAMINATION 2023**

**BACHELOR OF BUSINESS ADMINISTRATION-BBA**

**SEMESTER II**

**Name: …………………………………… Section: ……………….**

SECTION A: MULTIPLE CHOICE QUESTIONS [1 x 15 = 15 MARKS] / [TIME: 15 MINUTES]

**Subject: Business Communication Course Code: MGT 421**

**Full Mark: 100 Time: 3.00 Hours (15 mins max for objective)**

***Tick the BEST answers****.*

Q1. Which of the following is the appropriate first step in any research project?

a) Evaluate secondary research to see if you can reuse anything from earlier research projects.

b) Conduct a preliminary phone survey to measure the extent of the issue you’re about to research.

c) Conduct a thorough statistical analysis of any existing data.

d) Develop a research plan by familiarizing yourself with the subject, identifying information gaps, and prioritizing research needs.

Q2. In a formal business meal, your food will be to your:

1. Left (c) Right
2. Front (d) Back

Q3. When you send an email, in the subject line, you should

1. Write nothing (c) Write main idea of subject
2. Write details of the subject (d) Just ignore it

Q4. In the sentence “He finished his work” the word “finished” is a :

1. Noun (c) Adverb
2. Verb (d) Adjective

Q5. In the phrase “the finished work” the word “finished” is a :

1. Noun (c) Adverb
2. Verb (d) Adjective

Q6. Which of the following is not a barrier to communication

1. Culture (c) Language
2. Emotion (d) Feedback

Q7. Which of the following is not part of a communication process

1. Encoding (c) Decoding
2. Programming (d) Feedback

Q8. Which of the following is not a part of writing process of communication

1. Pre-writing (c) Writing
2. Rewriting (d) Dewriting

Q9. What is the most significant factor to consider when planning a business proposal?

a) Whether the recipient prefers printed or electronic media

b) Whether the proposal is solicited or unsolicited

c) The number of writers who will be involved

d) Whether the audience will be receptive to new ideas

Q10. Business manner means:

1. Aggression (c) Playfulness
2. gentleness (d) Shyness

Q11. Which of the following is an accurate general statement about good ideas in the business world?

a) Newer employees are not expected to contribute fresh ideas.

b) Many good ideas pass unnoticed or are misunderstood because they are communicated poorly.

c) Business leaders always jump on new ideas, even if they are poorly presented.

d) Good ideas speak for themselves and don’t need to be “communicated” in today’s social media environment.

Q12. The final phase of the AIDA method

a) Provides in-depth information to help generate interest

b) Reduces resistance by increasing the audience’s desire

c) Calls for action

d) Captures the audience’s attention

Q13 Which of the following is not one of the four major tasks involved in completing business reports and proposals?

a) Revising the report’s organization, style, tone, and readability

b) Formatting the report

c) Deciding which visuals to create for the report

d) Proofreading the report

Q14. Robert’s Rule of Order is a guide to:

1. Reading c) Meeting
2. Writing d) Eating

Q15. How are audiences likely to react if they spot several errors in your reports?

a) They’ll become skeptical about the quality of all your work.

b) They’ll forgive you and move on without thinking any more about it; everybody makes mistakes.

c) They’ll stop reading your reports.

d) They’ll respect the fact that you don’t waste time proofreading.