**GLOBAL COLLEGE INTERNATIONAL**

**BACHELOR OF BUSINESS ADMINISTRATION-BBA**

**MID TERM EXAMINATION 2023**

**SEMESTER II**

**Name: ……………………………… Sec …………..**

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

**Full Mark: 100 Time: 3 Hours**

**SECTION A: MULTIPLE CHOICE QUESTIONS [1 x 15 = 15 MARKS]**

*Tick or circle the BEST answers.*

Q1. Regarding sentence length, the best approach for business messages is to

a. Keep all sentences as short as possible

b. Make most of your sentences long since you will usually have complex information to impart

c. Vary the length of your sentences

d. Aim for an average sentence length of 35 words

Q2. Regarding paragraph length, the best approach for business messages is to

a. Keep paragraphs short

b. Make most of your paragraphs long since that is standard practice in business writing

c. Make most of your paragraphs one sentence in length

d. Aim for an average paragraph length of 200 words

Q3. The best time to proofread is

a. As you are writing

b. Immediately after you finish the first draft, while the information is still fresh in your mind

c. A day or so after you finish the first draft

d. After you distribute the document

Q4. Which of the following sentences lacks parallelism?

a. Consumers can download stock research, electronically file their tax returns, create a portfolio, or choose from an array of recommended mutual funds.

b. Consumers can download stock research, can electronically file their tax returns, create a portfolio, or they can choose from an array of recommended mutual funds.

c. Consumers can download stock research, can electronically file their tax returns, can create a portfolio, or can choose from an array of recommended mutual funds.

d. Consumers can download stock research, they can electronically file their tax returns, they can create a portfolio, or they can choose from an array of recommended mutual funds

Q5. Which of the following is not an example of a redundancy?

a. Visible to the eye b. Free gift

c. Very useful d. Repeat again

Q6. As a general rule, the cost of distributing a business message should be balanced against

a. The importance and urgency of the message b. The length of the message

c. Your career goals as they relate to the message d. The number of recipients

Q7. Which of the following concerns is the most important to consider when distributing messages through electronic media such as email?

a. The difficulty of reading on-screen b. Privacy and security

c. Differences between flat-panel and CRT monitors d. The difficulty of keeping email addresses current

Q8. Why is the “you” attitude particularly important with long or complex reports and proposals?

a. The “you” attitude takes less time to write, so you’ll save considerable time with long documents.

b. Professionals are accustomed to reading long reports, so they don’t require a lot of “hand holding.”

c. People simply don’t read reports that don’t demonstrate good business etiquette.

d. The length and complexity of these reports put a heavy demand on readers, making it particularly important to be sensitive to their needs.

Q9. Which of these sentences has the most formal tone?

a. We discuss herein the possibility of synergistic development strategies between our firm and U.S. Medical.

b. This report explores the potential for a strategic partnership with U.S. Medical.

c. My report is the result of a formal investigation into the possibility of a strategic partnership with U.S. Medical.

d. In this report, I address the potential for a strategic partnership with U.S. Medical.

Q10. If you’re giving an important presentation and notice that many of the audience members look away when you try to make momentary eye contact, which of the following is most likely going on?

a. These audience members don’t want to challenge your authority by making direct eye contact.

b. You work with a lot of shy people.

c. The information you’re presenting is making your audience uncomfortable in some way.

d. The audience is taking time to carefully think about the information you’re presenting.

Q11. If you don’t agree with something the speaker says in a large, formal meeting, the best response is to

a. Signal your disagreement by folding your arms across your chest and staring defiantly back at the speaker

b. Use your mobile phone to begin sending text messages to other people in the room, explaining why the speaker is wrong

c. Immediately challenge the speaker so that the misinformation is caught and corrected

d. Quietly make a note of your objections and wait until a question-and-answer period to raise your hand

Q12. Which sentence contains the correct verb form?

a. About 90 percent of the employees plans to come to the company picnic.

b. About 90 percent of the employees plan to come to the company picnic.

Q13. If audience members will vary in terms of the amount of information they already know about your topic, your best approach is to

a. Provide as much extra information as possible to make sure everyone gets every detail

b. Provide just the basic information; if your audience needs to know more, they can find out for themselves

c. Gear your coverage to your primary audience and provide the information most relevant to them

d. Include lots of graphics

Q14. Which of the following is an important benefit of taking time to organize your business messages?

a. You can delay the actual writing.

b. You save time and conserve creative energy because the writing process is quicker.

c. Organizing your thoughts and information saves you the trouble of asking colleagues for input.

d. In many cases, you can simply send a detailed outline and save the trouble of writing the document.

Q15. If you’re not sure about the meaning of a word you’d like to use, which of the following is the most appropriate way to handle the situation?

a. Your readers probably have instant access to online dictionaries these days, so go ahead and use the word.

b. Use the word but include a humorous comment in parentheses saying that you’re not really sure what this big, important word means.

c. Either verify the meaning of the word or rewrite the sentence so that you don’t need to use it.

d. Find a synonym in a thesaurus and use that word instead.