MULTIPLE CHOICE QUESTIONS

S.Y.B.Com
Business Communication (2113)
Chapter-I
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The word ‘communication‘ is derived from the _____ term Communis.

A] German
B] Latin
C] French
The Latin word Communis means ‘________’.

A] common
B] sharing
C] regular
George Terry defines the term Communication as an ________ of facts, ideas, opinions or emotions by two or more persons.

A] volume
B] exchange
C] listening
Business communication is the branch of general communication which is especially concerned with _______ activities.

A] cultural
B] social
C] business
Management information systems use open communication as the greatest tool to maintain communication ______ an organisation.

A] within  
B] outside  
C] both within and outside
Communicator is the person who _____ the message.

A] listens
B] receives
C] sends
is the process of selecting and formulating the information to be conveyed.

A] Decoding
B] Encoding
C] Marking
The ______ in communication is the information being transmitted.

A] message  
B] codes  
C] feedback
_______, in the process of communication is the media through which a message is conveyed.

A] feedback
B] channel
C] message
The principle of clarity states that the idea to be communicated should be absolutely ______.

A] true
B] clear
C] rumor
Any thing that obstructs the free flow of communication is called as _____ to communication.

A] barrier
B] transmission
C] channel
Environmental barriers are known as the ______ physical barriers to communication.

A] linguistic  
B] mechanical  
C] physical
________ barriers are termed as psychological barriers.

A] Emotional
B] Poor retention
C] Noise
Barriers that arise purely due to language are known as ________ barriers.

A] mechanical
B] cultural
C] linguistic
proper Inter-personal Relationships is the remedy to overcome the barriers in effective communication.

A] Destroying
B] Developing
C] Mis-understanding
Reference

‘A Book of Business Communication’
Authored by Dr. Saroj Hiremath
&
Published by Nirali Prakashan