

# National Testing Agency

**Question Paper Name:** Communication And Business Correspondence  
**Subject Name:** Communication And Business Correspondence  
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**Display Marks:** Yes  
**Share Answer Key With Delivery Engine:** Yes  
**Actual Answer Key:** Yes

## Communication And Business Correspondence

**Group Number :** 1  
**Group Id :** 4165296  
**Group Maximum Duration :** 0  
**Group Minimum Duration :** 120  
**Revisit allowed for view? :** No  
**Revisit allowed for edit? :** No  
**Break time:** 0  
**Group Marks:** 100

## Communication And Business Correspondence

**Section Id :** 4165296  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 100  
**Number of Questions to be attempted:** 100  
**Section Marks:** 100  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 4165296  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 416529351 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Writing process includes \_\_\_\_\_

- a. planning
- b. gathering and collecting information
- c. analysing and organising information
- d. All of the options

**Question Number : 2 Question Id : 416529352 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ can be defined as a considerate, friendly and sympathetic approach to others

- a. Cordiality
- b. Warmth
- c. Courtesy
- d. Ethical

**Question Number : 3 Question Id : 416529353 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Relevance in business communication is,

- a. the Frame of reference of the message
- b. matter with no connection
- c. things mentioned in reference books
- d. information related to the reader

**Question Number : 4 Question Id : 416529354 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Every word is a reflection of the \_\_\_\_\_

- a. Reader's mind
- b. writer's mind
- c. interpreter's mind
- d. All of the options

**Question Number : 5 Question Id : 416529355 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_helps to reduce office barriers

- a. humour
- b. information
- c. coordination
- d. Security

**Question Number : 6 Question Id : 416529356 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_tool can help you in completing the writing of Project

- a. PIM tool
- b. SAP tool
- c. ERP tool
- d. MRP tool

**Question Number : 7 Question Id : 416529357 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Charitable institutions, cultural associations and professional association are the examples of

- a. Profit making organization
- b. Non-profit making organization
- c. Business organization
- d. Government organization

**Question Number : 8 Question Id : 416529358 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

As George Bernard Shaw says, " \_\_\_\_\_

- a. major mistake in communication is to believe that it happens
- b. major mistake in communication is misinterpretation
- c. major hurdle in communication is the medium
- d. None of the options

**Question Number : 9 Question Id : 416529359 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Messages that have intuitive appeal are much more likely to go \_\_\_\_\_ in the system

- a. Downward
- b. Upward
- c. Diagonal
- d. Circular

**Question Number : 10 Question Id : 416529360 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ barriers are caused due to differences in word interpretation

- a. Psychological
- b. semantic
- c. physical
- d. perceptual

**Question Number : 11 Question Id : 416529361 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Judging an individual on similar qualities is called \_\_\_\_\_ effect

- a. halo
- b. similar to me
- c. selective
- d. pygmalion

**Question Number : 12 Question Id : 416529362 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The long form of the term IRM is,

- a. International relation Management
- b. Information Rights Management
- c. International revenue Management
- d. None of the options

**Question Number : 13 Question Id : 416529363 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

According to Peter Drucker's opinion we should know\_\_\_

- a. When and how to say
- b. What, when, how and whom to say
- c. When and what to say
- d. When and to whom to say

**Question Number : 14 Question Id : 416529364 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

When the appraiser goes by the past records or by the past measures and does not pay much attention to present performance then it is,

- a. Selective perception
- b. Halo effect
- c. Semantic barrier
- d. None of the options

**Question Number : 15 Question Id : 416529365 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Communication is a process of exchange of \_\_\_\_\_

- a. facts
- b. ideas
- c. opinions
- d. All the options

**Question Number : 16 Question Id : 416529366 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is not a part of verbal communication

- a. Body gestures
- b. Language
- c. Tone of speech
- d. None of the options

**Question Number : 17 Question Id : 416529367 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A \_\_\_\_\_ is usually appointed by an important person such as a minister in the government, member of parliament, manager, business magnate or professional men like doctors, lawyers, etc,

- a. Secretary of Joint Stock Company
- b. Secretary of Government Department
- c. Secretary of Co-operative Society
- d. Private secretary

**Question Number : 18 Question Id : 416529368 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A \_\_\_\_\_ approach convinces the reader your helplessness and your genuine difficulties

- a. Positive
- b. Negative
- c. Sarcastic
- d. Confirmative

**Question Number : 19 Question Id : 416529369 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Serious mistakes are made because \_\_\_\_\_

- a. Communication
- b. Result of poor communication
- c. orders are misunderstood
- d. Result of communication

**Question Number : 20 Question Id : 416529370 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

This is not an example of technology enabled communication

- a. Video conferencing
- b. Voice mails
- c. Interviews
- d. SMS and instant messaging

**Question Number : 21 Question Id : 416529371 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Company secretary is not responsible for,

- a. Providing legal advice
- b. Dealing with share holders
- c. Sales of the company
- d. Holding annual general meeting

**Question Number : 22 Question Id : 416529372 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ plays an important role in Non-verbal communication

- a. Facial expressions and gestures
- b. Physical appearance of Speaker
- c. Tone of speech
- d. Language

**Question Number : 23 Question Id : 416529373 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Communication flows in \_\_\_ directions

- a. Vertical, diagonal, horizontal, circular
- b. Upward and downward
- c. Left and right
- d. Left, Right, Up and down

**Question Number : 24 Question Id : 416529374 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Correspondence by a company secretary regarding allotment of shares is done with \_\_\_\_\_

- a. Directors
- b. Cost Accountant
- c. Government
- d. Shareholders

**Question Number : 25 Question Id : 416529375 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In business documents special efforts must be made to avoid the errors of \_\_\_\_\_

- a. Typography
- b. Capitalization
- c. spellings and punctuation
- d. All of the options

**Question Number : 26 Question Id : 416529376 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_is reflected in writing through position, space, structure, and mechanical devices

- a. Intention
- b. Direction
- c. Measurement
- d. Emphasis

**Question Number : 27 Question Id : 416529377 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Company Secretary takes care of all the,

- a. Financial activities
- b. Legal aspects
- c. Preparation of balance sheet
- d. Collection of money from sales

**Question Number : 28 Question Id : 416529378 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Requirements for a successful meeting consists of following, EXCEPT:

- a. The meeting should have a purpose
- b. The meeting should have at least 25 members
- c. The meeting should have cooperation of all members
- d. The meeting should have effective leadership

**Question Number : 29 Question Id : 416529379 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Clarity of speech is an essential component of:

- a. Verbal Communication
- b. Business etiquettes
- c. eye contact
- d. Non-Verbal Communication

**Question Number : 30 Question Id : 416529380 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Our \_\_\_\_\_ can be estimated by the style and tone of our language and by our overall behavior

- a. character
- b. personality
- c. nature
- d. None of the options

**Question Number : 31 Question Id : 416529381 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Company secretary is supposed to handle all important Correspondence with,

- a. Debenture holders
- b. Deposit holders
- c. Insurance agencies
- d. All of the options

**Question Number : 32 Question Id : 416529382 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is used when one needs to convey information in writing

- a. Memorandum
- b. Gestures
- c. E-mail
- d. Message

**Question Number : 33 Question Id : 416529383 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

----- letters are sent within the organization and not used for correspondence with any outside entity

- a. Personal
- b. Invitation
- c. Demy official
- d. Informal

**Question Number : 34 Question Id : 416529384 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The worst thing we usually come across is the -----

- a. person who cannot understand us effectively
- b. person who cannot read effectively
- c. person who cannot listen to us effectively
- d. person who cannot write effectively

**Question Number : 35 Question Id : 416529385 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Good speaking technique starts from the-----

- a. preparation
- b. presentation
- c. selection of the topic
- d. conclusion

**Question Number : 36 Question Id : 416529386 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Courtesy while writing letter gets reflected by,

- a. Politeness
- b. Writing to the point
- c. Positive attitude towards reader
- d. All of the options

**Question Number : 37 Question Id : 416529387 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

----- is a form of a letter which is communicated usually in a stepdown manner

- a. Acceptance
- b. Enquiry
- c. Quotation
- d. Notice

**Question Number : 38 Question Id : 416529388 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

----- contribute to decision making and positive outcomes

- a. Interview
- b. Observation
- c. Meetings
- d. Conferences

**Question Number : 39 Question Id : 416529389 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The complete ----- between listeners and speakers help to improve quality of listening

- a. interaction
- b. Give and take
- c. Understanding
- d. Congruence

**Question Number : 40 Question Id : 416529390 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the debt instrument on which interest is incurred

- a. Equity Shares
- b. Preference Shares
- c. Capital
- d. Debentures

**Question Number : 41 Question Id : 416529391 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What is hypotheses?

- a. Verifiable statement related to the problem
- b. A true statement
- c. A false statement
- d. A finding

**Question Number : 42 Question Id : 416529392 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Negotiating the meaning with the speaker and responding to the message is \_\_\_\_\_

- a. Receptive orientation
- b. Collaborative Orientation
- c. Constructive Orientation
- d. Transformative Orientation

**Question Number : 43 Question Id : 416529393 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

While drafting the collection letter, the attitude must be

- a. Stubborn
- b. Rude
- c. Firm
- d. Hostile

**Question Number : 44 Question Id : 416529394 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

An Acronym is a subset of-

- a. A Jargon
- b. An Abbreviation
- c. A Technical Word
- d. A Synonym

**Question Number : 45 Question Id : 416529395 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In a situation involving the use of oral communication,\_\_\_\_\_ play an equally important role.

- a. nonverbal signs
- b. gestures
- c. movements
- d. verbal signs

**Question Number : 46 Question Id : 416529396 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**



Collection letters are also known as

- a. Punning letters
- b. Dunning letters
- c. Formidable letters
- d. Formal letters

**Question Number : 47 Question Id : 416529397 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Classically, the stand-up, podium speech delivered by an individual from an outline or script is

- 
- a. Presentation
  - b. Visual aids
  - c. Brainstorming
  - d. Conversation

**Question Number : 48 Question Id : 416529398 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_is a suggestive form of correspondence which is considered under reply letters for the request

- a. Inquiry letter
- b. Acceptance letter
- c. Advice letter
- d. Quotation letter

**Question Number : 49 Question Id : 416529399 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

To write an effective sales letter, the following "four A's" are necessary:

- a. attention, accuracy, application and action
- b. attractive, appeal, application and action
- c. attention, appeal, application and action
- d. attention, affirmative, application and action

**Question Number : 50 Question Id : 416529400 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The seller should inform about the stock of goods available, the variety available and \_\_\_\_\_required to process the order

- a. minimum time
- b. maximum time
- c. Maximum price
- d. Minimum price

**Question Number : 51 Question Id : 416529401 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What can be used to supplement a sales letter?

- a. Leaflets
- b. Pamphlets
- c. Enclosures
- d. All of the options

**Question Number : 52 Question Id : 416529402 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Communication is successful when \_\_\_\_\_

- a. Information is Correct
- b. There is good Communication
- c. Prolonged Communication
- d. Its purpose is served

**Question Number : 53 Question Id : 416529403 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which component sums up the advertisement

- a. Price
- b. Border
- c. Slogan
- d. Product Name

**Question Number : 54 Question Id : 416529404 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the replica of the final advertisement

- a. Roughts and dummies
- b. Visualisation
- c. Comprehensive
- d. Rough Layout

**Question Number : 55 Question Id : 416529405 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The primary aim of business letter is to:

- a. Sell effectively
- b. Communicate effectively
- c. End a dispute between parties
- d. Generate revenue

**Question Number : 56 Question Id : 416529406 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Where personal contact becomes difficult due to distance factor, \_\_\_\_\_ are effective in creating new contacts

- a. Business letters
- b. Business reviews
- c. Business reports
- d. Business portfolios

**Question Number : 57 Question Id : 416529407 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The following body looks after the profession of Company secretaries in India

- a. ICAI
- b. ICWAI
- c. ICSI
- d. CIMA

**Question Number : 58 Question Id : 416529408 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Business people communicate business information to \_\_\_\_\_

- a. Suppliers
- b. Suppliers and customers
- c. Customers
- d. Distributors

**Question Number : 59 Question Id : 416529409 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following functions is performed by a secretary of joint stock company

- a. Recruiting people
- b. Holding meetings
- c. Appointing maintenance staff
- d. Fixing the bugs in software programme

**Question Number : 60 Question Id : 416529410 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

"The letters which are exchanged among business in connection with business affairs are called business letters." as defined by \_\_\_\_\_

- a. Charles Babbage
- b. L Rahman
- c. J. H. Hanson
- d. Peter Norton

**Question Number : 61 Question Id : 416529411 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Closing Paragraph of Business letter should stress the \_\_\_\_\_ point of view wherever possible

- a. we
- b. me
- c. you
- d. i

**Question Number : 62 Question Id : 416529412 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

AIDA of advertisement purpose stand for \_\_\_\_\_

- a. Approach, Idea, Desire and Action
- b. Attention, Idea, Desire and Action
- c. Attention, Interest, Desire and Action
- d. Attraction, Idea, Desire and Action

**Question Number : 63 Question Id : 416529413 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Fullform of RTI is

- a. Right to investigate
- b. Right to inquire
- c. Right to information
- d. Right to interfere

**Question Number : 64 Question Id : 416529414 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the most effective, the least expensive means of communication

- a. Report writing
- b. Document writing
- c. Letter writing
- d. None of the options

**Question Number : 65 Question Id : 416529415 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The mascot is also known as \_\_\_\_\_

- a. Animation
- b. Logo
- c. Trade Figure
- d. Background

**Question Number : 66 Question Id : 416529416 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In which letter format only date and signature are right aligned?

- a. Full Block Form
- b. Modified Block Form
- c. Indented Form
- d. NOMA Form

**Question Number : 67 Question Id : 416529417 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Good layout always includes careful planning of

- a. visuals
- b. graphics
- c. drawings
- d. All of the options

**Question Number : 68 Question Id : 416529418 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The \_\_\_\_\_ is the word or design by which the commodity is defined

- a. Text
- b. Trademark
- c. Product
- d. Illustration

**Question Number : 69 Question Id : 416529419 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

An effective layout should take care of \_\_\_\_\_

- a. footer
- b. shapes
- c. readability
- d. header

**Question Number : 70 Question Id : 416529420 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

This tool is effectively explored by intelligent copywriter

- a. Information Headlines
- b. Benefit Headlines
- c. Humour Headlines
- d. Provocative Headlines

**Question Number : 71 Question Id : 416529421 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ decides credibility of the buyer

- a. Capital
- b. Circumstances
- c. Capacity
- d. Character

**Question Number : 72 Question Id : 416529422 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following statements is not true in case of retaining the lost customer?

- a. Following up customers who do not place orders requires personalized letters
- b. Keeping in touch with customer helps to retain them
- c. It is cheaper to retain the old customers than to search the new ones
- d. It is essential to provide special facilities to retain the old customers

**Question Number : 73 Question Id : 416529423 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What shall be avoided while writing Follow-up letter?

- a. Use of polite language
- b. Exhibit eagerness
- c. Readiness for another interview
- d. Writing follow-up letter before reasonable time

**Question Number : 74 Question Id : 416529424 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What shall be avoided while writing to employer?

- a. Professional Greeting
- b. Professional Salutation
- c. Use of standard format
- d. Use of fancy fonts

**Question Number : 75 Question Id : 416529425 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the one who will not pay unless forced to do so

- a. The careless debtors
- b. The good risk debtor
- c. The poor risk debtor
- d. The reluctant payer

**Question Number : 76 Question Id : 416529426 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following is not correct when drafting a reply when the customer is right -

- a. Express that it doesn't recur in future
- b. Unnecessary details of what went wrong or how it happened are not required
- c. Making corrections doesn't mean you are obliging the customer. You have to set things right for the customer
- d. Not regretting the mistake sincerely

**Question Number : 77 Question Id : 416529427 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

As a consumer, when the seller refuses your claim and denies to repair, replace or refund the products bought, you may -----

- a. complain to the consumer court
- b. forget the issue
- c. keep using the faulty product
- d. keep convincing the seller about repair

**Question Number : 78 Question Id : 416529428 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The pyramid of need hierarchy is given by

- a. Maslow
- b. Stieglitz
- c. Samuelson
- d. Freud

**Question Number : 79 Question Id : 416529429 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Important attributes of job application letter include

- a. positive attitude
- b. readiness to work in organization as part of team
- c. skills and experience
- d. All of the options

**Question Number : 80 Question Id : 416529430 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following is the part of 'letter of complaint'?

- a. Assurance about the better service in future
- b. Express regret for the inconvenience
- c. State clearly what has gone wrong
- d. As seller state what action you are going to take

**Question Number : 81 Question Id : 416529431 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

It is always better and mostly preferred thing to speak to your ----- before resigning

- a. friend
- b. manager / boss
- c. juniors
- d. Children

**Question Number : 82 Question Id : 416529432 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A confirmation letter is not used for confirming one of these

- a. Oral agreement
- b. Appointment
- c. Job interview
- d. Rejection of order

**Question Number : 83 Question Id : 416529433 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Acceptance of the order is necessary for the order to be converted into a\_\_\_\_\_

- a. requisition
- b. quotation
- c. contract
- d. invoice

**Question Number : 84 Question Id : 416529434 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Business letters are \_\_\_\_\_letters

- a. long
- b. average sized
- c. lengthy
- d. short

**Question Number : 85 Question Id : 416529435 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_letter follows the detail round of interviews with candidate and after decision to hire that person

- a. Employment Contract
- b. Offer Letter
- c. Reference Letter
- d. Follow - up

**Question Number : 86 Question Id : 416529436 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A \_\_\_\_order is placed to check the efficiency of the service, packing, delivery of goods in time, prompt receipts etc

- a. trial
- b. Rough
- c. Bulk
- d. None of the options

**Question Number : 87 Question Id : 416529437 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The initials FOB stand for

- a. Free on Board
- b. Freight on Board
- c. Fresh of Boat
- d. Forward Operating Base

**Question Number : 88 Question Id : 416529438 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_is simple letter which states period of association of employee with employer, his designations and remark on performance of employee

- a. Acceptance letter
- b. Employment Contract
- c. Reference letter
- d. Offer letter

**Question Number : 89 Question Id : 416529439 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_are considered one of the simplest types of direct request

- a. Sales
- b. Orders
- c. Marketing
- d. Recruitment

**Question Number : 90 Question Id : 416529440 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

It is\_\_\_\_\_ to get order letters drafted properly as a little carelessness may result in a loss of customers or their good will

- a. important
- b. unimportant
- c. regular
- d. common

**Question Number : 91 Question Id : 416529441 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Letter of non-acceptance is written to

- a. Refuse the order
- b. Refuse the mode of transport
- c. Refuse to pay the dues
- d. Refuse the payment for goods delivered

**Question Number : 92 Question Id : 416529442 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In business, \_\_\_\_\_and \_\_\_\_\_are the two sides of the coin

- a. complaints, adjustments
- b. invoice, bill
- c. date, time
- d. feedback, response

**Question Number : 93 Question Id : 416529443 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What do you mean by 'knowing your reader' while drafting sales letter?

- a. Knowing number of family members of the reader
- b. Knowing reader personally
- c. Knowing how the reader looks and his/ her name and surname
- d. Knowing the exact need for the reader

**Question Number : 94 Question Id : 416529444 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Confirmation of the order is necessary for the order to be converted into

- a. Transaction
- b. Operation
- c. Contract
- d. Lawsuit

**Question Number : 95 Question Id : 416529445 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**



Claim letter is also called:

- a. Transmittal letter
- b. Credit refusing letter
- c. Adjustment letter
- d. Complaint letter

**Question Number : 96 Question Id : 416529446 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following cannot be the purpose of sales letter?

- a. Generating sales through direct mailing
- b. Preparing ground before the visit of the salesman
- c. Informing about introduction of new scheme
- d. Reminding the customer about their unpaid dues

**Question Number : 97 Question Id : 416529447 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What are the forms of a circular letter?

- a. Formal and informal
- b. Creative and destructive
- c. Internal and external
- d. With or without

**Question Number : 98 Question Id : 416529448 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A sales letter is an example of a

- a. Circular letter
- b. Business letter
- c. Personal letter
- d. Formal letter

**Question Number : 99 Question Id : 416529449 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following statements is not advisable while drafting sales letter?

- a. "We are the only store which has successfully completed 60 years in your city"
- b. "You will find all the necessary goods and services under one roof"
- c. "Your kids will certainly enjoy shopping at our store"
- d. " We provide you with ample parking space in heart of the city to give you a complete experience of shopping"

**Question Number : 100 Question Id : 416529450 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Details of the purchasing procedure should be given in

- a. The opening paragraphs
- b. The concluding paragraphs
- c. The main body of a sales letter
- d. None of the options