

Section 1 - Part A

1) What steps would you follow in the practice stage of a presentation?

- A) Ensure all your AV equipment is working fine
 - B) Ensure the objective of your topic is conducive to the audience
 - C) All the above
 - D) Visit the venue in advance
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2) When a piece of writing is said to be coherent, it makes logical sense from the viewpoint of the reader.

- A) Not necessarily
 - B) Logic and coherence are not related
 - C) FALSE
 - D) TRUE
-

3) Showing _____ (non-verbal) gestures to the job interviewer usually sets a positive tone for the interview.

- A) Assuring
 - B) Neutral
 - C) Disinterested
 - D) Polite
-

4) According to the style vs substance graph, a person with poor content and absolutely no animations is called a _____

- A) Bore
- B) Ideal
- C) Unsure
- D) Show-off

5) Concreteness is an aspect of communication that means being _____ and definite.

- A) Specific
 - B) Scattered
 - C) Assertive
 - D) Persuasive
-

6) A good business message is the result of considered effort on the part of the author and involves four stages. The four stages are:

- A) Positioning, decoding, recording, polishing
 - B) Preparing, doodling, revising, presenting
 - C) Posturing, drawing, rendering, posting
 - D) Planning, drafting, reviewing and publishing
-

7) At the lunch table, your colleagues are having a discussion on a topic you know nothing about, what should you ideally do?

- A) Interrupt them and ask them too many questions
 - B) Try and change the topic to something you are interested in
 - C) Remain silent and wait for the topic to change
 - D) Express a strong negative opinion
-

8) If you are presenting to a group of high school students, what type of slide would be an ideal choice?

- A) Any of the above, depending on the topic and the objective
- B) Teleprompter
- C) Visual
- D) Document

9) Business writing is just the same as any form of expressive writing like a novel or a poetry or a blog.

- A) FALSE
 - B) Business writing is like fiction
 - C) Business writing must be creative
 - D) TRUE
-

10) Which framework would you use to build a message?

- A) The AOM framework
 - B) The OBC framework
 - C) The ABC framework
 - D) The XYZ framework
-

11) Biographies are written in the third person to make it neutral from the reader/listener perspective?

- A) Third person narration is engaging
 - B) TRUE
 - C) FALSE
 - D) It only adds creative value
-

12) It is acceptable to use emoticons in formal email messaging.

- A) When you personally know your boss
- B) Only when you work for a start-up
- C) FALSE
- D) TRUE

13) _____business messages have a greater credibility than spoken messages.

- A) Written
 - B) Managerial
 - C) Personal
 - D) Persuasive
-

14) What kind of a writing can result in clear comprehension?

- A) Difficult
 - B) Obtuse
 - C) Simple
 - D) Superfluous
-

15) Conversations on topics of mutual interest usually stimulate interpersonal communication.

- A) TRUE
 - B) They have no role
 - C) FALSE
 - D) True only in exceptional cases
-

16) Nodding, responding in mono syllables, and paraphrasing usually demonstrate that the person is ____

- A) Listening
- B) Hearing
- C) Interacting
- D) None of the above

17) Which of the following statements can be said to be the most 'concise', in terms of business communication?

- A) Given this large opportunity and our superior technology, our company is well positioned for growth.
 - B) Given this large opportunity and our very superior technology, I am of the opinion that our company is definitely well positioned for growth.
 - C) Given this large opportunity and our superior technology, I think that our company is well positioned for growth.
 - D) Based on such a large opportunity and our amazingly superior technology, our company is well positioned for growth.
-

18) Reviews and critiques fall under which of the following document categories:

- A) Instructional
 - B) Persuasive
 - C) Personal
 - D) Commercial
-

19) In the VED Analysis, V E D stands for:

- A) Venerate, Eminent, Desirable
 - B) Value, Explicit, Discrete
 - C) Vital, Explication, Description
 - D) Vital, Essential, Desirable
-

20) Critiques can include personal views and opinions.

- A) TRUE
- B) Only positive opinions are allowed
- C) FALSE
- D) Only famous critics are allowed to do so

21) The term 'Communication' is derived from a Latin word communicate, which means_____ -

- A) Speaking and listening
 - B) Broadcasting
 - C) Transmitting information
 - D) Sharing
-

22) What kind of conversations are ideal for an official dinner in a nice swanky restaurant?

- A) A colleague's personal life
 - B) A lighter topic like weather, movies or anything of mutual interest
 - C) Your life history
 - D) Controversial topics such as religion and politics
-

23) Kinesics in non-verbal communication relates to:

- A) Touch
 - B) Space
 - C) Time
 - D) Movement
-

24) Read the following message and check what is missing-

'Dear Radha,

As discussed over the phone, this is to confirm that we are meeting at 11.00 am tomorrow to discuss the Marketing Strategy for our new product.

Vinod'

- A) Sign-off line
 - B) Message
-

C) Signature

D) Salutation

25) What does the AOM framework stand for?

A) Audience option message

B) Audience oral marketing

C) Analysis objective message

D) Audience objective message

26) In the four Ps of presentation, when is the right time to make slides?

A) Just before the performance

B) Preparation stage, before the script is ready

C) Planning stage

D) Preparation stage, after the script is ready

27) Supplementary inputs in communication are called:

A) Mis-communication

B) Para-lingual

C) Meta-communication

D) Effective communication

28) The generalised structure of a piece of written business communication may be acronymised as OBC. It stands for:

A) Overture, Branches and Chapters

B) Opening, Build-up and Close-out

C) Opening, body and close

D) Outline, blocks and conclusion

29) Eye contact is important because:

- A) It impresses the audience
 - B) It makes you feel superior
 - C) It increases audience engagement
 - D) It makes the audience uncomfortable
-

30) The first paragraph of a review will provide information about the piece and the author.

- A) FALSE
 - B) TRUE
 - C) Applicable to creative fiction only
 - D) True only if the writer is famous
-

31) Communication is:

- A) A close-ended process
 - B) All of the above
 - C) An open-ended process
 - D) A cybernetic process
-

32) Biographies are written in the third person to make it neutral from the reader/listener perspective.

- A) True
- B) It is merely a creative measure
- C) FALSE
- D) It has no role

33) It is impossible to overcome one's fears.

- A) FALSE
 - B) Fears are permanent
 - C) TRUE
 - D) Fears can't be treated
-

34) When presenting to your boss or seniors, it is advisable to only use data and numbers. Avoid stories and anecdotes.

- A) TRUE
 - B) FALSE
 - C) True only when you ask for a salary hike
 - D) True only when you present a business pitch
-

35) A business letter must be lengthy and detailed; exceeding two pages.

- A) Length doesn't matter
 - B) FALSE
 - C) TRUE
 - D) The details must be heavy
-

36) Personal and professional communication, fall under which criteria of communication?

- A) None of the above
- B) Objective or purpose
- C) Number of people
- D) Relationship with audience

37) Which of the following is an element of style of speaking in a business presentation?

- A) Gestures and facial expressions
 - B) All of the above
 - C) Tone of speaking
 - D) Hand movements
-

38) If you decide to include a 'PS' as a part of the letter you are drafting, where would you locate this component?

- A) In the right-hand corner of the letter
 - B) After the subject line
 - C) Before the signature
 - D) In the line immediately after the signature
-

39) Selective reading is a technique that improves efficiency and saves time; it works on the principle of reading less.

- A) There is no such concept at all
 - B) Agree
 - C) It doesn't save time
 - D) Disagree
-

40) A business document must convey a _____ tone.

- A) Condescending
- B) Courteous
- C) Pessimistic
- D) Humorous

41) Framing is a term used to describe one aspect of the writing process?

- A) TRUE
 - B) It is not a concept related to writing
 - C) Framing is to do with performance
 - D) FALSE
-

42) For a 20-minute presentation, what is the size of the speech and number slides you need to prepare?

- A) Upto 2400 words and 10 slides
 - B) 3000 words and 5 slides
 - C) 10000 words and 20 slides
 - D) 5000 words and 25 slides
-

43) Rahul, a Marketing professional had to meet 3 different clients on Monday, Tuesday and Wednesday at 9.00 am each day. On all the three days he reached at 10.00 am. What went wrong here?

- A) Rahul is an extrovert
 - B) Rahul is an introvert
 - C) Rahul is very good at his job
 - D) Rahul lacks punctuality
-

44) Objective and purpose of communication can be classified into one-to-many and many-to-one

- A) Partially agree
- B) Agree
- C) True only for personal conversations
- D) Disagree

45) Glossophobia is defined as:

- A) Fear of glass
 - B) Having low self confidence
 - C) Fear of speaking in front of an audience
 - D) Shyness from meeting people
-

46) You are meeting a client in a social setting, for a business context. How would you have a conversation with him?

- A) Discuss the recent football match
 - B) Discuss the recent political environment
 - C) Talk only about work
 - D) Start the conversation with a topic of mutual interest, and then gradually discuss work
-

47) What does 'intended meaning' signify in the definition of Communication?

- A) Communication is a never-ending activity
 - B) There is a purpose associated with the message
 - C) Communication has no purpose
 - D) None of the above
-

48) Framing is a term used to describe one aspect of the writing process.

- A) True
- B) FALSE
- C) Framing is not related to writing
- D) Framing is just an optional aspect

49) It is a good practice to convert letter files into Adobe PDF format before attaching them to emails?

- A) TRUE
 - B) FALSE
 - C) It is useless
 - D) It only increases the file size
-

50) Which of the following is an avoidable gesture when meeting someone?

- A) Give proper and friendly eye contact
 - B) Greet them with a warm smile
 - C) Offer your hand to them
 - D) Touch them on the shoulder once in a while
-

51) Which of the following is NOT an influencing factor, in the LESCANT model?

- A) Language
 - B) Authority
 - C) Equity
 - D) Non- verbal behaviour
-

52) It is ok to go beyond the stipulated time given in a presentation. Do you agree or disagree?

- A) Agree if the audience permits
- B) Completely disagree
- C) Disagree but depends on the subject/topic
- D) Completely agree if I am the boss of the organization

53) A presentation is defined by:

- A) Speaking in front of an audience
 - B) Speaking in a meeting room
 - C) Speaking over teleconference
 - D) Doing all the above with a visual aid
-

54) Verbosity is a characteristic of effective business communication.

- A) FALSE
 - B) True
 - C) It must be encouraged
 - D) It makes communication lively
-

55) Feedback interferes with the process of communication.

- A) Agree
 - B) Feedbacks are irrelevant and serve no purpose
 - C) Disagree
 - D) Feedback has no role in communication
-

56) You listen to understand more than respond; which is why we have two ears and one mouth.

- A) Enthusiasm to talk is not to be frowned upon
- B) Hearing is sufficient
- C) Agree
- D) Disagree

57) It is a good practice to convert letter files into adobe pdf format before attaching them to emails.

- A) FALSE
- B) They serve no purpose
- C) True
- D) It only increases the file size

58) Which of the following types of slide have bullet points?

- A) All of the above
 - B) Teleprompter
 - C) Document
 - D) Visual
-

59) Grammatically correct and factual content makes a piece of writing _____

- A) Concise
 - B) Clear
 - C) Courteous
 - D) Credible (or) Professional
-

60) The 10,000-hour rule applies to which stage of the 4 stages of a presentation process?

- A) Practice
- B) Preparation
- C) Performance
- D) Planning

Section 2 - Part B

61) Select all the statements that are relevant to networking

- A) Networking only involves exchanging business cards
 - B) Networking is the same as friends
 - C) Networking is transactional
 - D) Networking is your ability to get your work done through your influence
-

62) Choose all the options that characterise an ideal business email

- A) Using "Cheers" at the end of the mail
 - B) Using appropriate salutations
 - C) Using politically incorrect language and expressions
 - D) Using a concise subject line
-

63) Which of the following is a classic symptom of glossophobia?

- A) Blankness in the mind
 - B) Sweaty palms and fingers
 - C) Stammering and stuttering of voice
 - D) Shivering of hands
-

64) Select all the statements that are relevant to listening

- A) Demonstrate that you are listening
- B) Continuously interrupt the speaker
- C) Listen to disagree
- D) Shut down your brain and only listen and focus on what the other person has to say

65) What is a good mechanism to overcome breakdowns during a presentation?

- A) Pause, take silent breaths, refer to your notes and start again
 - B) Run away from the place
 - C) Apologise to the audience and pick up where you left
 - D) Declare that you are very nervous
-

66) While drafting a message for a presentation, what are the factors one should keep in mind? Tick all the points that apply.

- A) What to say and how to say
 - B) Include anything you feel like talking about
 - C) Think about who your audience is
 - D) Decide what you want to achieve at the end of your communication
-

67) From the list below, select the different types of meeting minutes. Note: Select all the answers that apply.

- A) Narrative minutes
 - B) Board minutes
 - C) Persuasive minutes
 - D) Notes of meeting
-

68) Which of the following are NOT examples of written business documents?

- A) Email
- B) Telephonic discussion
- C) Biographies
- D) Facebook posts

69) Which of the following is a good idea, when you are the seventh speaker in a conference?

- A) Greet the audience
 - B) Thank the organizers for inviting you
 - C) Set the context and state your objective
 - D) Say something to capture their attention- like a joke or an interesting anecdote
-

70) What are the two theories that define interpersonal communication?

- A) Needs and closeness theory
- B) The personality theory
- C) Action assembly theory
- D) The politeness theory

Answer Keys**Question Paper No: 60914_5****Section 1- Part A**

1	C	31	B
2	D	32	A
3	D	33	A
4	A	34	B
5	A	35	B
6	D	36	D
7	C	37	B
8	A	38	D
9	A	39	C
10	B	40	B
11	B	41	A
12	C	42	A
13	A	43	D
14	C	44	B
15	A	45	C
16	A	46	D
17	A	47	B
18	B	48	A
19	D	49	A
20	C	50	D
21	D	51	C
22	B	52	A
23	D	53	D
24	A	54	A
25	D	55	C
26	D	56	C
27	C	57	C
28	C	58	A
29	C	59	D
30	B	60	D

Section 2 - Part B

61	A,C,D
62	C
63	A,B,C,D
64	B,D
65	A,C
66	B,D
67	B,D
68	B,C
69	C,D
70	A,B