

# National Testing Agency

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## Effective Business Communication

<b>Group Number :</b>	1
<b>Group Id :</b>	94091893
<b>Group Maximum Duration :</b>	0
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<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No

## Effective Business Communication-1

<b>Section Id :</b>	940918133
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory

<b>Number of Questions :</b>	50
<b>Number of Questions to be attempted :</b>	50
<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	940918198
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 9409186245 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

In the definition of communication, the term 'Intended Meaning' signifies

\_\_\_\_\_.

1. Communication has no purpose
2. Communication is a never-ending activity
3. There is a purpose associated with the message
4. None of these

**Options :**

94091823497. 1

94091823498. 2

94091823499. 3

94091823500. 4

**Question Number : 2 Question Id : 9409186246 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Clarity, or being clear means that what you write must be:

1. Difficult
2. Simple
3. Obtuse
4. Superfluous

**Options :**

94091823501. 1

94091823502. 2

94091823503. 3

94091823504. 4

**Question Number : 3 Question Id : 9409186247 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Read the following message and check what is missing- 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"

1. Salutation
2. Message
3. Signature
4. Sign-off line

**Options :**

94091823505. 1

94091823506. 2

94091823507. 3

94091823508. 4

**Question Number : 4 Question Id : 9409186248 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Communication is:

1. An open-ended process
2. A close-ended process
3. A cybernetic process
4. All of these

**Options :**

94091823509. 1

94091823510. 2

94091823511. 3

94091823512. 4

**Question Number : 5 Question Id : 9409186249 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

What is the ideal length of a business letter?

1. 3 pages
2. Not more than 2 pages
3. 5-10 pages
4. No limit at all

**Options :**

94091823513. 1

94091823514. 2

94091823515. 3

94091823516. 4

**Question Number : 6 Question Id : 9409186250 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The first paragraph of a review will provide information about \_\_\_\_\_

1. The piece and the author
2. The publisher
3. Author's choice of topics
4. Nothing specific

**Options :**

94091823517. 1

94091823518. 2

94091823519. 3

94091823520. 4

**Question Number : 7 Question Id : 9409186251 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Relationship with audience
2. Objective or purpose
3. Number of people
4. None of these

**Options :**

94091823521. 1

94091823522. 2

94091823523. 3

94091823524. 4

**Question Number : 8 Question Id : 9409186252 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Posturing, drawing, rendering, posting
2. Positioning, decoding, recording, polishing
3. Preparing, doodling, revising, presenting
4. Planning, drafting, reviewing and publishing

**Options :**

94091823525. 1

94091823526. 2

94091823527. 3

94091823528. 4

**Question Number : 9 Question Id : 9409186253 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

According to the style vs substance graph, a person with poor content and absolutely no animations is called a \_\_\_\_\_

1. Show-off
2. Ideal
3. Bore
4. Unsure

**Options :**

94091823529. 1

94091823530. 2

94091823531. 3

94091823532. 4

**Question Number : 10 Question Id : 9409186254 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A presentation is defined by:

1. Speaking in front of an audience
2. Speaking in a meeting room
3. Speaking over teleconference
4. Doing all the above with a visual aid

**Options :**

94091823533. 1

94091823534. 2

94091823535. 3

94091823536. 4

**Question Number : 11 Question Id : 9409186255 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A business document must convey a \_\_\_\_\_ tone.

1. Condescending
2. Humorous
3. Courteous
4. Pessimistic

**Options :**

94091823537. 1

94091823538. 2

94091823539. 3

94091823540. 4

**Question Number : 12 Question Id : 9409186256 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Glossophobia is defined as:

1. Fear of glass
2. Fear of speaking in front of an audience
3. Shyness from meeting people
4. Having low self confidence

**Options :**

94091823541. 1

94091823542. 2

94091823543. 3

94091823544. 4

**Question Number : 13 Question Id : 9409186257 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

We listen to:

1. Understand
2. Disagree
3. Respond
4. Criticize

**Options :**

94091823545. 1

94091823546. 2

94091823547. 3

94091823548. 4

**Question Number : 14 Question Id : 9409186258 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



\_\_\_\_\_business messages have a greater credibility than spoken messages.

1. Managerial
2. Written
3. Personal
4. Persuasive

**Options :**

94091823549. 1
94091823550. 2
94091823551. 3
94091823552. 4

**Question Number : 15 Question Id : 9409186259 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Language
2. Authority
3. Non- verbal behaviour
4. Equity

**Options :**

94091823553. 1
94091823554. 2
94091823555. 3
94091823556. 4

**Question Number : 16 Question Id : 9409186260 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Kinesics in non-verbal communication relates to:

1. Touch
2. Movement
3. Space
4. Time

**Options :**

94091823557. 1

94091823558. 2

94091823559. 3

94091823560. 4

**Question Number : 17 Question Id : 9409186261 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Supplementary inputs in communication are called:

1. Mis-communication
2. Para-lingual
3. Meta-communication
4. Effective communication

**Options :**

94091823561. 1

94091823562. 2

94091823563. 3

94091823564. 4

**Question Number : 18 Question Id : 9409186262 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following types of slide have bullet points?

1. Document
2. Teleprompter
3. Visual
4. All of these

**Options :**

94091823565. 1

94091823566. 2

94091823567. 3

94091823568. 4

**Question Number : 19 Question Id : 9409186263 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Completely disagree
2. Disagree but depends on the subject/topic
3. Agree if the audience permits
4. Completely agree if I am the boss of the organization

**Options :**

94091823569. 1

94091823570. 2

94091823571. 3

94091823572. 4

**Question Number : 20 Question Id : 9409186264 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Concreteness is an aspect of communication that means being \_\_\_\_\_ and definite.

1. Specific
2. Persuasive
3. Scattered
4. Assertive

**Options :**

94091823573. 1

94091823574. 2

94091823575. 3

94091823576. 4

**Question Number : 21 Question Id : 9409186265 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Planning stage
2. Preparation stage, after the script is ready
3. Preparation stage, before the script is ready
4. Just before the performance

**Options :**

94091823577. 1

94091823578. 2

94091823579. 3

94091823580. 4

**Question Number : 22 Question Id : 9409186266 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

When presenting to your boss or seniors, it is advisable to \_\_\_

1. Avoid stories and anecdotes
2. Provide a balanced mix of data and anecdotes
3. Strictly focus on numbers and data
4. Present what you have

**Options :**

94091823581. 1

94091823582. 2

94091823583. 3

94091823584. 4

**Question Number : 23 Question Id : 9409186267 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Framing is a term used to describe one aspect of the \_\_\_ process.

1. Writing
2. Reading
3. Listening
4. Speaking

**Options :**

94091823585. 1

94091823586. 2

94091823587. 3

94091823588. 4

**Question Number : 24 Question Id : 9409186268 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which framework would you use to build a message?

1. The AOM framework
2. The OBC framework
3. The ABC framework
4. The XYZ framework

**Options :**

94091823589. 1

94091823590. 2

94091823591. 3

94091823592. 4

**Question Number : 25 Question Id : 9409186269 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Instructional
2. Personal
3. Persuasive
4. Commercial

**Options :**

94091823593. 1

94091823594. 2

94091823595. 3

94091823596. 4

**Question Number : 26 Question Id : 9409186270 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Planning
2. Preparation
3. Practice
4. Performance

**Options :**

94091823597. 1

94091823598. 2

94091823599. 3

94091823600. 4

**Question Number : 27 Question Id : 9409186271 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

\_\_\_\_\_ is a technique that improves efficiency and saves time; it works on the principle of reading less.

1. Passive reading
2. Summary
3. Reading reviews
4. Selective reading

**Options :**

94091823601. 1

94091823602. 2

94091823603. 3

94091823604. 4

**Question Number : 28 Question Id : 9409186272 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is ---- to use emoticons in formal email messaging.

1. Acceptable
2. Unacceptable
3. Expected
4. Encouraged

**Options :**

94091823605. 1

94091823606. 2

94091823607. 3

94091823608. 4

**Question Number : 29 Question Id : 9409186273 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Tone of speaking
2. Gestures and facial expressions
3. Hand movements
4. All of these

**Options :**

94091823609. 1

94091823610. 2

94091823611. 3

94091823612. 4

**Question Number : 30 Question Id : 9409186274 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



In the VED Analysis, VED stands for :

1. Value, Explicit, Discrete
2. Vital, Explication, Description
3. Vital, Essential, Desirable
4. Venerate, Eminent, Desirable

**Options :**

94091823613. 1

94091823614. 2

94091823615. 3

94091823616. 4

**Question Number : 31 Question Id : 9409186275 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Document
2. Teleprompter
3. Visual
4. Any of these, depending on the topic and the objective

**Options :**

94091823617. 1

94091823618. 2

94091823619. 3

94091823620. 4

**Question Number : 32 Question Id : 9409186276 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The term 'Communication' is derived from a Latin word communicate, which means\_\_\_\_ -

1. Transmitting information
2. Sharing
3. Broadcasting
4. Speaking and listening

**Options :**

94091823621. 1

94091823622. 2

94091823623. 3

94091823624. 4

**Question Number : 33 Question Id : 9409186277 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Biographies are written in the \_\_\_\_ to make it neutral from the reader/listener perspective.

1. Third person
2. Second person
3. First person
4. Anonymous

**Options :**

94091823625. 1

94091823626. 2

94091823627. 3

94091823628. 4

**Question Number : 34 Question Id : 9409186278 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which one of the following is a good practice before attaching letter files to emails.

1. convert them into Adobe PDF format
2. protect them with a password
3. make them bold and justified
4. keep the content in italics

**Options :**

94091823629. 1

94091823630. 2

94091823631. 3

94091823632. 4

**Question Number : 35 Question Id : 9409186279 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Greet them with a warm smile
2. Offer your hand to them
3. Touch them on the shoulder once in a while
4. Give proper and friendly eye contact

**Options :**

94091823633. 1

94091823634. 2

94091823635. 3

94091823636. 4

**Question Number : 36 Question Id : 9409186280 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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?

1. Rahul is an introvert
2. Rahul is an extrovert
3. Rahul lacks punctuality
4. Rahul is very good at his job

**Options :**

94091823637. 1

94091823638. 2

94091823639. 3

94091823640. 4

**Question Number : 37 Question Id : 9409186281 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Eye contact is important because:

1. It makes you feel superior
2. It makes the audience uncomfortable
3. It increases audience engagement
4. It impresses the audience

**Options :**

94091823641. 1

94091823642. 2

94091823643. 3

94091823644. 4

**Question Number : 38 Question Id : 9409186282 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Discuss the recent football match
2. Talk only about work
3. Start the conversation with a topic of mutual interest, and then gradually discuss work
4. Discuss the recent political environment

**Options :**

94091823645. 1

94091823646. 2

94091823647. 3

94091823648. 4

**Question Number : 39 Question Id : 9409186283 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

----- must not include personal views and opinions.

1. Letters
2. Critiques
3. Biographies
4. Autobiography

**Options :**

94091823649. 1

94091823650. 2

94091823651. 3

94091823652. 4

**Question Number : 40 Question Id : 9409186284 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

It is \_\_\_ to overcome one's fears.

1. Impossible
2. Possible
3. Unknown how
4. Not advised

**Options :**

94091823653. 1

94091823654. 2

94091823655. 3

94091823656. 4

**Question Number : 41 Question Id : 9409186285 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

When a piece of writing is said to be \_\_\_\_\_,  
it makes logical sense from the viewpoint  
of the reader.

1. Coherent
2. Confusing
3. Cluttered
4. Chaotic

**Options :**

94091823657. 1

94091823658. 2

94091823659. 3

94091823660. 4

**Question Number : 42 Question Id : 9409186286 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

What does the AOM framework stand for?

1. Audience oral marketing
2. Analysis objective message
3. Audience objective message
4. Audience option message

**Options :**

94091823661. 1

94091823662. 2

94091823663. 3

94091823664. 4

**Question Number : 43 Question Id : 9409186287 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Outline, blocks and conclusion
2. Opening, Build-up and Close-out
3. Opening, body and close
4. Overture, Branches and Chapters

**Options :**

94091823665. 1

94091823666. 2

94091823667. 3

94091823668. 4

**Question Number : 44 Question Id : 9409186288 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Objective and purpose of communication can be classified \_\_\_\_

1. One-to-many and many-to-one
2. One-to-none and none-to-one
3. Many-to-none and none-to-many
4. Some-to-none and none-to-some

**Options :**

94091823669. 1

94091823670. 2

94091823671. 3

94091823672. 4

**Question Number : 45 Question Id : 9409186289 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

\_\_\_\_ decreases the effectiveness of a business communication.

1. Curiosity
2. Verbosity
3. Clarity
4. Politeness

**Options :**

94091823673. 1

94091823674. 2

94091823675. 3

94091823676. 4

**Question Number : 46 Question Id : 9409186290 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



Nodding and responding shows that the listener is \_\_\_\_

1. Listening
2. Uninterested
3. Ignoring
4. Distracted

**Options :**

94091823677. 1

94091823678. 2

94091823679. 3

94091823680. 4

**Question Number : 47 Question Id : 9409186291 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Assuring
2. impolite
3. Neutral
4. Disinterested

**Options :**

94091823681. 1

94091823682. 2

94091823683. 3

94091823684. 4

**Question Number : 48 Question Id : 9409186292 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. 10000 words and 20 slides
2. Upto 2400 words and 10 slides
3. 5000 words and 25 slides
4. 3000 words and 5 slides

**Options :**

94091823685. 1

94091823686. 2

94091823687. 3

94091823688. 4

**Question Number : 49 Question Id : 9409186293 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Interrupt them and ask them too many questions
2. Try and change the topic to something you are interested in
3. Remain silent and wait for the topic to change
4. Express a strong negative opinion

**Options :**

94091823689. 1

94091823690. 2

94091823691. 3

94091823692. 4

**Question Number : 50 Question Id : 9409186294 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. After the subject line
2. Before the signature
3. In the line immediately after the signature
4. In the right-hand corner of the letter

**Options :**

94091823693. 1

94091823694. 2

94091823695. 3

94091823696. 4