



फोन नं० : 05262-232994 कार्यालय
website : lbsdc.org.in
e-mail : principal@lbsdc.org.in

श्री लाल बहादुर शास्त्री डिग्री कालेज, गोण्डा - 271003 (उ.प्र.)
Shri Lal Bahadur Shastri Degree College, Gonda - 271003 (U.P.)

Metric
1.2.2

Department of Commerce

Add-on/VAC

Business Communication

**Student Attendance List, Duly
Signed**

2023-24

Business Communication

out of 30

S. No.	Class	Reg. No.	Student name	Mail id	Attendance (No. of days present)	Signature
1	B.Com Semester-1	2388295479	KRISH PANDEY	krishnaju11@gmail.com	27	KRISH
2	B.Com Semester-1	2327812531	AYUSH PATHAK	AYUSHPATHAK05005@GMAIL.COM	28	Ayush Pathak
3	B.Com Semester-1	2324615386	AAKANKSHA KASAUDHAN	gaushankargsk01@gmail.com	26	Akanksha
4	B.Com Semester-1	2334344293	MUSKAN SONI	muskanmkp780@gmail.com	28	Muskan
5	B.Com Semester-1	2369166629	DILEEP KUMAR MISHRA	rajendrakumarverma474@gmail.com	30	Dileep
6	B.Com Semester-1	2331517563	fatima islam	fatimaislam0324@gmail.com	27	Fatima
7	B.Com Semester-1	2325948589	AYUSHI MISHRA	aashu.mishra205@gmail.com	28	Ayushi
8	B.Com Semester-1	2327936891	SARIKA MANI	krishna930511@gmail.com	27	Sarika
9	B.Com Semester-1	2311326982	priya jaiswal	priya20a@gmail.com	28	Priya
10	B.Com Semester-1	2312759954	Chhavi agrawal	sachinsach22@gmail.com	26	Chhavi
11	B.Com Semester-1	2324216196	mahak chhabra	mahekhchhabra@gmail.com	27	Mahak
12	B.Com Semester-1	2332212737	MUSKAN MISHRA	mishramuskan450@gmail.com	28	Muskan
13	B.Com Semester-1	2328193734	NAINCY SHUKLA	naincysukla108@gmail.com	24	Naincy
14	B.Com Semester-1	2319926135	SHWETA TIWARI	shwetatiwari24831@gmail.com	28	Shweta
15	B.Com Semester-1	2358823461	TANYA GAUTAM	tanyagaautam995@gmail.com	27	Tanya
16	B.Com Semester-1	2317978529	ASNA ALI KHAN	gonda003@gmail.com	28	Asna
17	B.Com Semester-1	2373723714	PRATHAM DAGA	ndccgonda@gmail.com	27	Pratham
18	B.Com Semester-1	2385744517	MUHAMMAD ALTMASH	moaltamash09@gmail.com	28	Muhammad
19	B.Com Semester-1	2399637237	lahar kaushal	lokvanicentre@gmail.com	26	Lahar
20	B.Com Semester-1	2356536758	vineet Awasthi	chandan.vajpai155@gmail.com	27	Vineet
21	B.Com Semester-1	2357932738	Gaurav pandey	gauravpandeylbs@gmail.com	25	Gaurav
22	B.Com Semester-1	2355113634	vineet kumar	pankajmishra271502@gmail.com	24	Vineet
23	B.Com Semester-1	2389199582	RAVENDRA MISHRA	ankitmishratTTTTTWWW@gmail.com	23	Ravendra
24	B.Com Semester-1	2388634742	avika srivastava	srivastavaavika105@gmail.com	26	Avika
25	B.Com Semester-1	2347343942	YASHI VERMA	yashiverma504@gmail.com	28	Yashi
26	B.Com Semester-1	2337292452	sunaina maurya	arjunlbs2021@gmail.com	28	Sunaina
27	B.Com Semester-1	2372323779	SURAJ Shukla	surajshukla4674@gmail.com	30	Suraj
28	B.Com Semester-1	2397957391	SHUDHANSHU TIWARI	saddu9291@gmail.com	28	Shudhanshu
29	B.Com Semester-1	2333726328	ANISHA SRIVASTAV	anishalbs2023@gmail.com	27	Anisha
30	B.Com Semester-1	2322256455	GARIMA BALMIKI	prakharsri903@gmail.com	27	Garima
31	B.Com Semester-1	2369453972	VAISHNAVI SRIVASTAVA	vaishnavisrivastav172@gmail.com	26	Vaishnavi
32	B.Com Semester-1	2346739311	sidra fatima	aameens426@gmail.com	25	Sidra
33	B.Com Semester-1	2367369265	SURAJ GAUTAM	surajgautam979297@gmail.com	27	Suraj
34	B.Com Semester-1	2346925379	rama goswami	shwetatiwari23831@gmail.com	28	Rama
35	B.Com Semester-1	2334681348	bharti agarwal	seemasagarwal1012000@gmail.com	26	Bharti
36	B.Com Semester-1	2379265237	anchal srivastava	srivastavaanchal836@gmail.com	26	Anchal
37	B.Com Semester-1	2337546476	ayushi singh	rsup43@gmail.com	27	Ayushi
38	B.Com Semester-1	2371331532	KHUSHI SINGH	gonda003@gmail.com	27	Khushi
39	B.Com Semester-1	2348925769	Prachi Srivastava	prachisrivastava520@gmail.com	24	Prachi
40	B.Com Semester-1	2356357296	KHUSHI SINGH	abhinaysingh1614440@gmail.com	24	Khushi
41	B.Com Semester-1	2316432296	RUCHI GAUTAM	ruchigautam40056@gmail.com	27	Ruchi
42	B.Com Semester-1	2373993897	SANDHYA	arvind708193@gmail.com	28	Sandhya

out of 30

43	B.Com Semester-1	2395543717	TANISHQ PAL SINGH NARULA	tanishqpalsinghnarula@gmail.com	28	Tanishq
44	B.Com Semester-1	2378549473	MEENAKSHI	akashbs2022@gmail.com	27	Meenakshi
45	B.Com Semester-1	2391584189	MADHU	madhum1750@gmail.com	27	Madhu
46	B.Com Semester-1	2345132774	ARCHANA YADAV	yadavarchana51944@gmail.com	26	Archana
47	B.Com Semester-1	2317491315	JAYA SRIVASTAVA	jayasri212629@gmail.com	28	Jaya
48	B.Com Semester-1	2344146565	PRIYA SRIVASTAVA	priyasrivastava21262937@gmail.com	27	Priya
49	B.Com Semester-1	2394746392	Abhishek Tiwari	abhishektiwari876593@gmail.com	26	Abhishek
50	B.Com Semester-1	2388185374	Rama shukla	ramashukla1407@gmail.com	28	Rama
51	B.Com Semester-1	2331115478	SHIV KARAN SAINI	shivpoojansaini3@gmail.com	27	Shiv
52	B.Com Semester-1	2386233626	RAM BABU MISHRA	rambabumishra04052005@gmail.com	26	Ram Babu
53	B.Com Semester-1	2316342876	sakshi mishra	sakshimishra1bs2023@gmail.com	27	Sakshi
54	B.Com Semester-1	2372718821	reshmi verma	reshmiverma840@gmail.com	27	Reshmi
55	B.Com Semester-1	2355934781	AMRESH MAURYA	amreshmaurya070@gmail.com	27	Amresh
56	B.Com Semester-1	2355391929	saarabh mishra	rsup43@gmail.com	28	Saarabh
57	B.Com Semester-1	2327152851	NISHA SHUKLA	gonda003@gmail.com	27	Nisha
58	B.Com Semester-1	2358394286	SATI	sati73809@gmail.com	26	Sati
59	B.Com Semester-1	2377448572	ABHISHEK BAN	abhishekan032@gmail.com	28	Abhishek
60	B.Com Semester-1	2325435784	PRABHAT MISHRA	rsup43@gmail.com	27	Prabhat
61	B.Com Semester-1	2337979399	VISHAL GUPTA	guptavishal102006@gmail.com	27	Vishal
62	B.Com Semester-1	2312691143	KAJAL MISHRA	arjunbs2021@gmail.com	26	Kajal
63	B.Com Semester-1	2376645836	TUBA SIDDIQUI	tubasiddiqui092@gmail.com	28	Tuba
64	B.Com Semester-1	2353483417	DIVYA	shambhunamdev390@gmail.com	24	Divya
65	B.Com Semester-1	2328445961	AKANKSHA PANDEY	gayaprasadpandey076@gmail.com	25	Akanksha
66	B.Com Semester-1	2322951817	DURGESH DHAR DWIVEDI	dwivedidurgesh92@gmail.com	26	Durgesh
67	B.Com Semester-1	2399511214	sarofi	sarofi81@gmail.com	28	Sarofi
68	B.Com Semester-1	2322547736	vaishnavi sharma	vaishnavisharma9607@gmail.com	27	Vaishnavi
69	B.Com Semester-1	2344212864	NIKHIL SHARMA	nikhilsharma12139@gmail.com	27	Nikhil
70	B.Com Semester-1	2393566894	SAGAR KUMAR SRIVASTAVA	sagarkumarsrivastava07@gmail.com	26	Sagar
71	B.Com Semester-1	2369552733	SHALINI TIWARI	shalinitiwari1bs2023@gmail.com	27	Shalini
72	B.Com Semester-1	2398566634	KAUSHIKI SONI	anamikaverma1385@gmail.com	27	Kaushiki
73	B.Com Semester-1	2387181883	MAHIMA MAURYA	akhilshyoti77@gmail.com	28	Mahima
74	B.Com Semester-1	2324229461	kajal	kajalshahu9628@gmail.com	27	Kajal
75	B.Com Semester-1	2327147916	NISHA MISHRA	nmishra27075@gmail.com	27	Nisha
76	B.Com Semester-1	2376919338	minakshi tiwari	priyasingh979566@gmail.com	25	Minakshi
77	B.Com Semester-1	2391499415	PRATEEK VISHWAKARMA	arungonda131@gmail.com	28	Prateek
78	B.Com Semester-1	2372429635	RAJ VERMA	vermaraj09042006@gmail.com	27	Raj
79	B.Com Semester-1	2318163243	AKHILESH YADAV	nandkumar894814@gmail.com	27	Akhilesh

2022-23 Business Communication

out of 30

S.No.	Reg. No.	Student Name	Class	Mail id	Attendance (No. of days present)	Signature
1	2112695184	shiva nand	B.Com Semester-3	goswamishivanandgoswami@gmail.com	28	<i>S nand.</i>
2	2168269262	Vikas kumar gupta	B.Com Semester-3	shivamshuklashivankarshukla@gmail.com	27	<i>V.K. Gupta</i>
3	2169614176	shiv shankar shukla	B.Com Semester-3	shivamshuklashivankarshukla@gmail.com	26	<i>Shiv. S.</i>
4	2121571515	SHUBHAM PANDEY	B.Com Semester-3	shubhampandey8081965928@gmail.com	27	<i>Shubham</i>
5	2166654526	pawan sharma	B.Com Semester-3	amargupta4798@gmail.com	28	<i>Pawan</i>
6	2158485454	AMIT YADAV	B.Com Semester-3	razztiwar123@gmail.com	27	<i>Amit</i>
7	2113474124	Muskan Verma	B.Com Semester-3	kumarjalswal30@gmail.com	26	<i>Muskan</i>
8	2114793445	tejaswani gupta	B.Com Semester-3	divyanshg121@gmail.com	28	<i>Tejaswani</i>
9	2121612899	SACHIN SHUKLA	B.Com Semester-3	shrutisanskriti001@gmail.com	27	<i>Sachin</i>
10	2169329454	MOHIT SHUKLA	B.Com Semester-3	ramakantiwar1409@gmail.com	26	<i>Mohit</i>
11	2142317727	SUBHASH SINGH	B.Com Semester-3	ramakantiwar1409@gmail.com	27	<i>Subhash</i>
12	2157162881	Shreya soni	B.Com Semester-3	shreyaasoni3@gmail.com	28	<i>Shreya</i>
13	2153462122	ALSHIFA QURASHI	B.Com Semester-3	alshifaqurashi1809@gmail.com	27	<i>Alshifa</i>
14	2167787721	divya kasaudhan	B.Com Semester-3	divyakasaudhan246@gmail.com	26	<i>Divya</i>
15	2128987982	KAVITA PANDEY	B.Com Semester-3	saurabh9670202461@gmail.com	28	<i>K. Pandey</i>

out of 30

2021-22		Business Communication				
S. No.	Reg. No.	Student Name	Class	Mail id	Attendance (No. of days present)	Signature
1	2112695184	shiva nand	B.Com Semester-3	goswamishivanandgoswami@gmail.com	28	shivanand
2	2168269262	Vikas kumar gupta	B.Com Semester-3	shivamshuklashivankarshukla@gmail.com	27	VIKASH
3	2169614176	shiv shankar shukla	B.Com Semester-3	shivamshuklashivankarshukla@gmail.com	26	shukla
4	2121571515	SHUBHAM PANDEY	B.Com Semester-3	shubhampandey8081965928@gmail.com	27	shubham
5	2166654526	pawan sharma	B.Com Semester-3	amargupta4798@gmail.com	28	Pawan
6	2158485454	AMIT YADAV	B.Com Semester-3	razztiwari123@gmail.com	27	AMIT
7	2113474124	Muskan Verma	B.Com Semester-3	kumarjaiswal30@gmail.com	26	muskant
8	2114793445	tejaswani gupta	B.Com Semester-3	divyanshg121@gmail.com	28	tejaswani
9	2121612899	SACHIN SHUKLA	B.Com Semester-3	shrutisanskriti001@gmail.com	27	SACHIN
10	2169329454	MOHIT SHUKLA	B.Com Semester-3	ramakantiwari409@gmail.com	28	MOHIT
11	2142317727	SUBHASH SINGH	B.Com Semester-3	ramakantiwari409@gmail.com	26	Subhash
12	2157162881	Shreya soni	B.Com Semester-3	shreyaasoni3@gmail.com	27	shreya
13	2153462122	ALSHIFA QURASHI	B.Com Semester-3	alshifaqurashi1809@gmail.com	28	ALSHIFA
14	2167787721	divya kasaudhan	B.Com Semester-3	divyakasaudhan246@gmail.com	27	divya
15	2128987982	KAVITA PANDEY	B.Com Semester-3	saurabh9670202461@gmail.com	28	Kavita

2020-21

Business Communication

out of 30

S.No.	Reg. No.	Student name	Mail id	Attendance (No. of days present)	Signature
1	2019867983	veshno kumari	veshnokumarigonda121@gmail.com	28	Veshno Kumari
2	2053941579	SWATI MISHRA	rsup43@gmail.com	27	Swati
3	2072357936	SHIVANI MISHRA	shivani8178528220@gmail.com	29	Shivani
4	2089936968	KIRAN SAHU	harish.k8885@gmail.com	27	Kiran
5	2038137365	PRIYANSHI	priyanshimishralbsgnd@gmail.com	26	Priyanshi
6	2087732797	shubham gupta	shivpreet7867@gmail.com	27	Shubham
7	2012631771	RUBI SHUKLA	mishracommunication14@gmail.com	28	Rubi
8	2015949626	shivam pandey	rsup43@gmail.com	27	Shivam
9	2026788428	SHIKHA TIWARI	akicomputerlbs@gmail.com	28	Shikha
10	2067768646	ashish kumargoswami	rsup43@gmail.com	27	Ashish
11	2023273811	SONU DEVI YADAV	ramakantiwari409@gmail.com	26	Sonu
12	2095544869	KAJAL SINGH	gonda003@gmail.com	28	Kajal

2019-20

Business Communication

out of 30

				Attendance (No. of days present)	Signature
1	1975358783	SUNDARAM	SUNIL KUMAR TIWARI	28	
2	1938297959	MOHIT MAURYA	RAMKESH MAURYA	27	
3	1915673419	RUBI YADAV	SHIV NARESH YADAV	27	
4	1981855745	DHARMENDRA KUMAR VERMA	RAGHAV RAM VERMA	26	
5	1993977978	SHALINI SONI	ASHOK KUMAR SONI	24	
6	1989121228	SHIWANI KAUSHAL	DHARAM PRAKASH KAUSHAL	25	
7	1985774272	SHALU SHUKLA	AWADH BIHARI SHUKLA	24	
8	1972966517	ARADHANA GUPTA	SHIV KUMAR GUPTA	26	
9	1934949332	KAJAL SINGH	ARUN KUMAR SINGH	29	
10	1942759845	KM PURNIMA	PURUSHOTTAM KUMAR	28	
11	1965115872	PRITI DEVI	HARISH KUMAR	28	
12	1958642159	UTTAM MISHRA	KESHARI PRASAD MISHRA	29	
13	1912877797	MANSI MISHRA	AVADHESH KUMAR MISHRA	28	
14	1996272815	SHOBHIT TIWARI	KANHAIYA LAL TIWARI	27	
15	1937494631	SEJAL SINGH	MANOJKUMAR SINGH	25	
16	1961324921	DEEP NARAYAN	RAM BHULAWAN	24	
17	1984832476	KAJAL SINGH	AJAY SINGH	26	
18	1946749299	SHUBHAM KUMAR	KAMLESH KUMAR	28	
19	1933676391	KARISHMA KANOUJIYA	GOPAL KANOUJIYA	29	
20	1974422548	VEERNEDRA KUMAR RAO	BHAGELU PRASAD	27	
21	1988974394	SHALINI SINGH	BRUJESH KUMAR SINGH	26	
22	1985662638	RAHUL KUMAR JAISWAL	MADAN MOHAN JAISWAL	25	
23	1923427232	ROLI TIWARI	SHIV KAILASH TIWARI	24	
24	1932495951	SHUBHAM GIRI	PRAMOD GIRI	25	
25	1919444461	SHIVANI PANDEY	SANTOSH PANDEY	29	
26	1999473678	MUKESH KUMAR	BACHCHU LAL	27	
27	1927395734	LAXMI MISHRA	SANTOSH KUMAR MISHRA	27	
28	1989317517	SANJAY KUMAR JAISWAL	GANGA RAM JAISWAL	26	
29	1959986452	GHANSHYAM MAURYA	MANGRE LAL	26	
30	1991637965	RUCHI YADAV	ANUP KUMAR YADAV	28	
31	1928665184	GIRDHARI LAL	SHIV SAHAY GOSWAMI	27	
32	1934188953	RAHUL DEV VARDHAN	PANCH LAL PRASAD	26	
33	1947232155	AMAN SIDDHARTHA	RAM KUMAR	27	
34	1983888919	PRITI	SATYA NARAYAN	28	
35	1998978387	DINESH VERMA	ANGAD PRASAD VERMA	27	
36	1975643513	MANOJ	SANT RAM	28	
37	1951558774	KM PRATIKHA CHATURVEDI	SUJEET KUMAR CHUBEY	27	
38	1968232349	ABHISHEK KUMAR VERMA	RAKESH KUMAR VERMA	28	
39	1965429923	NIDHI TIWARI	GHANSHYAM TIWARI	29	
40	1968661287	RAJAT GUPTA	RAM CHANDRA	28	

Syllabus

SHRI LAL BHADUR SHASTRI DEGREE COLLEGE, GONDA

CERTIFICATE COURSE DEPARTMENT OF COMMERCE

BUSINESS COMMUNICATION

Duration: 40 Hours

1. **Introduction to Business Communication**
 - Role of communication
 - Defining and classifying communication
 - Purpose of communication
 - process of communication
 - Characteristics of successful communication
 - What is oral Communication?
 - Principles of successful oral communication
 - Barriers to communication
 - What is conversation control?
 - Reflection and empathy
 - Effective listening
 - Non – verbal communication
 - Written communication
2. **Essential Grammar**
 - Essential grammar for written communication
 - Tenses-Sentence making
3. **Business letters and reports**
 - a. Introduction to business letters
 - b. writing routine and persuasive letters
 - c. positive and negative messages -writing memos
 - d. what is a report e. electronic writing process-e mailing
4. **Presentation skills**
 - a. What is a presentation?
 - b. elements of presentation
 - c. designing a presentation
 - d. types of visual aid-PPT Presentations
 - e. negotiations skills
5. **Essential soft skills**
 - Etiquette-Social grace
 - Interpersonal skills -Team spirit



- Conflict management
 - Attitude - Emotion and Attitude Change
 - Components of Emotion Appeals
 - Motivation concepts
 - Time management
 - Stress management
 - Personality
 - Social & Corporate sensitivity
- 6. Employment communication**
- Effective methods of Job hunting
 - Resume and covering letter preparation
 - Pre interview preparation
 - Telephonic interview
 - Group discussion
 - Personal interview
 - Post interview formalities
 - Impact of Technological Advancement
 - Communication networks
 - Intranet
 - Internet
 - e mails
 - SMS
- 7. Teleconferencing**


A handwritten signature in black ink, appearing to read 'R. Singh', is written over the text of section 7. The signature is stylized and cursive.

Time Table

SHRI LAL BHADUR SHASTRI DEGREE COLLEGE, GONDA
Faculty of Commerce
Teaching Class Time Table 2023-24 For U.G. & P.G. Classes

Days	Periods/ Class Room	08:45 to 09:30	09:30 to 10:15	10:15 to 11:00	11:00 to 11:45
Monday To Saturday	B.Com. II Sem. Room No. 22	Business Management (DR. D.K.Singh)	Business Economics (Prof. R. K. Agarwal)	Financial Accounting (Prof. V. K. Agarwal)	Add-on/VAC
	B.Com. IV Sem. Room No. 23	Fundamentals of Marketing (Dr. A.P.Singh)	Income Tax Law & Accounts (Prof. B.P. Singh)	Entrepreneurship Development (Prof. R. K. Agarwal)	Add-on/VAC
	B.Com. VI Sem. Room No. 24	Auditing (Prof. V. K. Agarwal)	Accounting for Managers (Prof. V. K. Agarwal)	Human Resource Management (Dr. A.P.Singh)	Add-on/VAC
	M.Com. II Sem. Room No. 25	Business Research Methodology (Prof. R. K. Agarwal)	Financial management (Dr. A.P.Singh)	Marketing Management (DR. D.K.Singh)	Management of Small Business (Prof. B.P. Singh)
	M.Com. IV Sem. Room No. 26	Project Management & Planning (Prof. B.P. Singh)	Managerial Economics (DR. D.K.Singh)	Major Research Project/ Dissertation (Prof. B.P. Singh)	Indian Financial System & Financial Services (Dr. A.P.Singh)



Principal


(Prof. B.P. Singh)
Professor & Head
Department of Commerce

Photographs






 **GPS Map Camera**

Gonda, Uttar Pradesh, India
184/576, Near Rn Pandey Hospital, Civil Line, Azad
Nagar, Gonda, Janki Nagar, Uttar Pradesh 271003, India
Lat 27.128729° Long 81.955036°
31/08/2023 14:14 PM GMT +05:30



Google



 **GPS Map Camera**

Gonda, Uttar Pradesh, India
184/576, Near Rn Pandey Hospital, Civil Line, Azad
Nagar, Gonda, Janki Nagar, Uttar Pradesh 271003, India
Lat 27.128729° Long 81.955036°
31/08/2023 14:15 PM GMT +05:30



Google

Question Paper

Answer Sheet

Certificate:

Top 5 Students

Krish Pandey
B.Com - Ist Sem

Shri Lal Bahadur Shastri Degree College, Gonda

Final Examination (2023-24)

Certificate course in "Business Communication"

Time Allowed: 1 Hour

Max Marks-100

Instructions:

- 1- All questions are to be attempted.
- 2- Each question carries '2' marks.
- 3- There is no negative marking.

94

1. Which of the following is NOT a form of communication? a) Verbal
b) Non-verbal
c) Visual
 d) Emotional
2. Which type of communication involves gestures, facial expressions, and body language?
a) Verbal communication
 b) Non-verbal communication
c) Written communication
d) Visual communication
3. Which of the following is the primary goal of business communication?
a) Personal interaction
 b) Organizational effectiveness
c) Social bonding
d) Entertainment
4. What is the term for communication that flows from subordinates to superiors?
 a) Upward communication
b) Downward communication
c) Lateral communication
d) Horizontal communication
5. In business communication, 'encoding' refers to the process of:
a) Interpreting a message
b) Sending a message
 c) Converting a message into symbols
d) Receiving feedback
6. Which type of communication occurs between peers or colleagues at the same level in an organization?
a) Upward communication
b) Downward communication
 c) Horizontal communication
d) Diagonal communication
7. The '7 Cs' of communication include all of the following EXCEPT:
a) Completeness
b) Clarity
 c) Complexity
d) Conciseness
8. Which of the following is an example of a formal communication channel?
a) Casual conversation in the hallway
 b) A company-wide email
c) A chat over coffee
d) A joke shared at lunch
9. What is 'noise' in the context of communication?
a) Sound that disrupts communication
b) Physical sound from the environment
 c) Any factor that distorts or interferes with the transmission of a message
d) Loud voices in a conversation
10. Which of the following is an example of external communication?
a) A meeting with employees
 b) A report sent to stakeholders
c) An internal memo
d) A casual chat with colleagues
11. In business letters, which of the following is the most appropriate salutation?
a) Dear Friend
b) Hi Team
 c) To Whom It May Concern
d) Yours Sincerely

Written Communication

12. Which of the following is the most formal way of closing a business email?

- a) Best regards
- b) Cheers
- c) Thank you
- ~~d) Yours faithfully~~

13. Which of the following should be avoided in business writing?

- a) Clear and concise language
- b) Active voice
- ~~c) Long and complex sentences~~
- d) Proper grammar

14. A report that is short, informal, and designed to inform or provide a summary is called a:

- ~~a) Memo~~
- b) White paper
- c) Manual
- d) Proposal

15. Which is the most appropriate form of written communication when you need to send a formal message to a large group?

- a) Instant message
- ~~b) Email~~
- c) Social media post
- d) Letter

16. What is the purpose of a business memo?

- a) To summarize detailed data
- ~~b) To communicate within the organization~~
- c) To communicate with customers
- d) To provide a product description

17. Which of the following can be considered as an informal communication channel?

- a) Company newsletter
- ~~b) Rumors~~
- c) Email circular
- d) Press release

18. Which term refers to the structure of a business letter, including the placement of date, address, salutation, etc.?

- a) Format
- b) Layout
- ~~c) Template~~
- d) Blueprint

19. Which of the following is NOT a type of report?

- a) Analytical report

- b) Informational report
- ~~c) Interpretative report~~
- d) Persuasive report

20. Which section of a report provides a brief summary of the key points?

- a) Introduction
- b) Conclusion
- ~~c) Executive summary~~
- d) Recommendations

Oral Communication

21. In which type of communication is immediate feedback most likely?

- a) Written communication
- ~~b) Oral communication~~
- c) Non-verbal communication
- d) Visual communication

22. Which of the following is NOT a key feature of oral communication?

- a) Quick feedback
- b) Permanency
- ~~c) Spontaneity~~
- d) Flexibility

23. Which of the following skills is essential for effective oral communication in business?

- ~~a) Listening~~
- b) Writing
- c) Reading
- d) Typing

24. Which of the following is a common barrier to oral communication?

- a) Technical jargon
- b) Cultural differences
- c) Accent or pronunciation issues
- ~~d) All of the above~~

25. Which communication method is most suitable for delivering urgent information?

- a) Memo
- b) Letter
- ~~c) Telephone call~~
- d) Newsletter

26. An effective speaker in business should focus on which of the following?

- a) Vocabulary alone
- b) Tone and clarity
- c) Appearance
- ~~d) Personal opinion~~

27. Active listening includes all of the following EXCEPT:

- a) Interrupting the speaker
 - b) Giving non-verbal feedback
 - c) Asking questions
 - d) Summarizing points
28. **During a presentation, making eye contact with your audience helps to:**
- a) Distract the audience
 - b) Establish rapport and build trust
 - c) Avoid being nervous
 - d) Make the presentation longer
29. **What is the best way to handle questions during a business presentation?**
- a) Ignore them
 - b) Encourage and answer them respectfully
 - c) Discourage them
 - d) Answer only at the end
30. **Which of the following is important when conducting a business meeting?**
- a) Providing an agenda
 - b) Writing a memo beforehand
 - c) Choosing a casual environment
 - d) Avoiding time management

Non-verbal and Intercultural Communication

31. **Which of the following is an example of non-verbal communication?**
- a) An email
 - b) A handshake
 - c) A phone call
 - d) A presentation
32. **The tone of voice, pitch, and pace of speaking are elements of:**
- a) Verbal communication
 - b) Non-verbal communication
 - c) Written communication
 - d) Formal communication
33. **Which of the following is a cultural barrier to communication?**
- a) Different languages
 - b) Different time zones
 - c) Different communication styles
 - d) All of the above
34. **In intercultural communication, understanding _____ is crucial to avoid misunderstandings.**
- a) Grammar rules
 - b) Organizational hierarchy
 - c) Cultural norms and values
 - d) Feedback mechanisms

35. **Which of the following is a positive body language gesture?**
- a) Crossing arms
 - b) Maintaining eye contact
 - c) Tapping fingers
 - d) Frowning
36. **Which of the following cultural dimensions refers to the degree of inequality accepted in a society?**
- a) Individualism vs collectivism
 - b) Power distance
 - c) Uncertainty avoidance
 - d) Masculinity vs femininity
37. **What does proxemics refer to in non-verbal communication?**
- a) Use of space
 - b) Use of time
 - c) Use of language
 - d) Use of voice
38. **When communicating with someone from a high-context culture, which of the following should you focus on?**
- a) Explicit words and detailed messages
 - b) Body language and context
 - c) Written communication only
 - d) Non-verbal cues
39. **Gestures can have different meanings across cultures. For example, the thumbs-up sign in some cultures means:**
- a) Approval
 - b) Disapproval
 - c) Offensive gesture
 - d) Request for help
40. **What is the main benefit of understanding intercultural communication?**
- a) Faster communication
 - b) Reduced conflict and misunderstandings
 - c) Increased verbal communication
 - d) Eliminating all cultural differences

Technology and Business Communication

41. **Which tool is commonly used for video conferencing in business communication?**
- a) Slack
 - b) Zoom
 - c) Excel
 - d) PowerPoint
42. **What is the primary benefit of using email for business communication?**

- a) Instantaneous response
 - b) Non-reliable medium
 - c) Formality and record-keeping
 - d) Face-to-face interaction
43. **What does 'BCC' stand for in an email?**
- a) Blind Carbon Copy
 - b) Broadcast Copy
 - c) Backup Copy
 - d) Business Copy
44. **Which of the following is a key advantage of using social media for business communication?**
- a) Speed of communication
 - b) Limited audience
 - c) Informal tone
 - d) Lack of professionalism
45. **Which tool is used to schedule meetings and send reminders in a business environment?**
- a) Google Calendar
 - b) WhatsApp
 - c) Microsoft Word
 - d) Trello
46. **Instant messaging tools like Slack or Microsoft Teams are mostly used for:**
- a) Formal communication
 - b) Informal, real-time communication
 - c) Report writing
 - d) Official legal documentation
47. **Which of the following is NOT an appropriate use of business communication technology?**
- a) Delivering official announcements
 - b) Using emojis in a formal business email
 - c) Sending out meeting invitations
 - d) Conducting webinars
48. **Which tool allows real-time collaboration on documents in business communication?**
- a) Google Docs
 - b) Microsoft Paint
 - c) Excel
 - d) Adobe Acrobat
49. **Which of the following is an example of asynchronous communication?**
- a) Phone call
 - b) Video call
 - c) Email
 - d) Face-to-face conversation
50. **Which of the following is a challenge when using technology for business communication?**
- a) Increased speed
 - b) Misinterpretation of tone
 - c) Clear communication
 - d) Efficient document sharing

श्री लाल शास्त्री
डी० एम० - I (सि०)

Shri Lal Bahadur Shastri Degree College, Gonda

Final Examination (2023-24)

Certificate course in "Business Communication"

Time Allowed: 1 Hour

Max Marks-100

Instructions:

- 1- All questions are to be attempted.
- 2- Each question carries '2' marks.
- 3- There is no negative marking.

84

1. Which of the following is NOT a form of communication? a) Verbal
b) Non-verbal
c) Visual
 d) Emotional
2. Which type of communication involves gestures, facial expressions, and body language?
a) Verbal communication
 b) Non-verbal communication
c) Written communication
d) Visual communication
3. Which of the following is the primary goal of business communication?
a) Personal interaction
 b) Organizational effectiveness
c) Social bonding
d) Entertainment
4. What is the term for communication that flows from subordinates to superiors?
 a) Upward communication
b) Downward communication
c) Lateral communication
d) Horizontal communication
5. In business communication, 'encoding' refers to the process of:
a) Interpreting a message
b) Sending a message
 c) Converting a message into symbols
d) Receiving feedback
6. Which type of communication occurs between peers or colleagues at the same level in an organization?
a) Upward communication
b) Downward communication
 c) Horizontal communication
d) Diagonal communication
7. The '7 Cs' of communication include all of the following EXCEPT:
a) Completeness
b) Clarity
 c) Complexity
d) Conciseness
8. Which of the following is an example of a formal communication channel?
a) Casual conversation in the hallway
 b) A company-wide email
c) A chat over coffee
d) A joke shared at lunch
9. What is 'noise' in the context of communication?
a) Sound that disrupts communication
b) Physical sound from the environment
 c) Any factor that distorts or interferes with the transmission of a message
d) Loud voices in a conversation
10. Which of the following is an example of external communication?
a) A meeting with employees
 b) A report sent to stakeholders
c) An internal memo
d) A casual chat with colleagues
11. In business letters, which of the following is the most appropriate salutation?
a) Dear Friend
b) Hi Team
 c) To Whom It May Concern
d) Yours Sincerely

Written Communication

12. Which of the following is the most formal way of closing a business email?
- a) Best regards
 - b) Cheers
 - c) Thank you
 - d) Yours faithfully

13. Which of the following should be avoided in business writing?
- a) Clear and concise language
 - b) Active voice
 - c) Long and complex sentences
 - d) Proper grammar

14. A report that is short, informal, and designed to inform or provide a summary is called a:
- a) Memo
 - b) White paper
 - c) Manual
 - d) Proposal

15. Which is the most appropriate form of written communication when you need to send a formal message to a large group?
- a) Instant message
 - b) Email
 - c) Social media post
 - d) Letter

16. What is the purpose of a business memo?
- a) To summarize detailed data
 - b) To communicate within the organization
 - c) To communicate with customers
 - d) To provide a product description

17. Which of the following can be considered as an informal communication channel?
- a) Company newsletter
 - b) Rumors
 - c) Email circular
 - d) Press release

18. Which term refers to the structure of a business letter, including the placement of date, address, salutation, etc.?
- a) Format
 - b) Layout
 - c) Template
 - d) Blueprint

19. Which of the following is NOT a type of report?
- a) Analytical report

- b) Informational report
- c) Interpretative report
- d) Persuasive report

20. Which section of a report provides a brief summary of the key points?
- a) Introduction
 - b) Conclusion
 - c) Executive summary
 - d) Recommendations

Oral Communication

21. In which type of communication is immediate feedback most likely?
- a) Written communication
 - b) Oral communication
 - c) Non-verbal communication
 - d) Visual communication

22. Which of the following is NOT a key feature of oral communication?
- a) Quick feedback
 - b) Permanency
 - c) Spontaneity
 - d) Flexibility

23. Which of the following skills is essential for effective oral communication in business?
- a) Listening
 - b) Writing
 - c) Reading
 - d) Typing

24. Which of the following is a common barrier to oral communication?
- a) Technical jargon
 - b) Cultural differences
 - c) Accent or pronunciation issues
 - d) All of the above

25. Which communication method is most suitable for delivering urgent information?
- a) Memo
 - b) Letter
 - c) Telephone call
 - d) Newsletter

26. An effective speaker in business should focus on which of the following?
- a) Vocabulary alone
 - b) Tone and clarity
 - c) Appearance
 - d) Personal opinion

27. Active listening includes all of the following EXCEPT:

- a) Interrupting the speaker
 - b) Giving non-verbal feedback
 - c) Asking questions
 - d) Summarizing points
28. **During a presentation, making eye contact with your audience helps to:**
- a) Distract the audience
 - b) Establish rapport and build trust
 - c) Avoid being nervous
 - d) Make the presentation longer
29. **What is the best way to handle questions during a business presentation?**
- a) Ignore them
 - b) Encourage and answer them respectfully
 - c) Discourage them
 - d) Answer only at the end
30. **Which of the following is important when conducting a business meeting?**
- a) Providing an agenda
 - b) Writing a memo beforehand
 - c) Choosing a casual environment
 - d) Avoiding time management

Non-verbal and Intercultural Communication

31. **Which of the following is an example of non-verbal communication?**
- a) An email
 - b) A handshake
 - c) A phone call
 - d) A presentation
32. **The tone of voice, pitch, and pace of speaking are elements of:**
- a) Verbal communication
 - b) Non-verbal communication
 - c) Written communication
 - d) Formal communication
33. **Which of the following is a cultural barrier to communication?**
- a) Different languages
 - b) Different time zones
 - c) Different communication styles
 - d) All of the above
34. **In intercultural communication, understanding _____ is crucial to avoid misunderstandings.**
- a) Grammar rules
 - b) Organizational hierarchy
 - c) Cultural norms and values
 - d) Feedback mechanisms

35. **Which of the following is a positive body language gesture?**
- a) Crossing arms
 - b) Maintaining eye contact
 - c) Tapping fingers
 - d) Frowning
36. **Which of the following cultural dimensions refers to the degree of inequality accepted in a society?**
- a) Individualism vs collectivism
 - b) Power distance
 - c) Uncertainty avoidance
 - d) Masculinity vs femininity
37. **What does proxemics refer to in non-verbal communication?**
- a) Use of space
 - b) Use of time
 - c) Use of language
 - d) Use of voice
38. **When communicating with someone from a high-context culture, which of the following should you focus on?**
- a) Explicit words and detailed messages
 - b) Body language and context
 - c) Written communication only
 - d) Non-verbal cues
39. **Gestures can have different meanings across cultures. For example, the thumbs-up sign in some cultures means:**
- a) Approval
 - b) Disapproval
 - c) Offensive gesture
 - d) Request for help
40. **What is the main benefit of understanding intercultural communication?**
- a) Faster communication
 - b) Reduced conflict and misunderstandings
 - c) Increased verbal communication
 - d) Eliminating all cultural differences

Technology and Business Communication

41. **Which tool is commonly used for video conferencing in business communication?**
- a) Slack
 - b) Zoom
 - c) Excel
 - d) PowerPoint
42. **What is the primary benefit of using email for business communication?**

- ~~a) Instantaneous response~~
 - b) Non-reliable medium
 - c) Formality and record-keeping
 - d) Face-to-face interaction
43. What does 'BCC' stand for in an email?
- a) Blind Carbon Copy
 - ~~b) Broadcast Copy~~
 - c) Backup Copy
 - d) Business Copy
44. Which of the following is a key advantage of using social media for business communication?
- ~~a) Speed of communication~~
 - b) Limited audience
 - c) Informal tone
 - d) Lack of professionalism
45. Which tool is used to schedule meetings and send reminders in a business environment?
- ~~a) Google Calendar~~
 - b) WhatsApp
 - c) Microsoft Word
 - d) Trello
46. Instant messaging tools like Slack or Microsoft Teams are mostly used for:
- a) Formal communication
 - b) Informal, real-time communication
 - ~~c) Report writing~~
 - d) Official legal documentation
47. Which of the following is NOT an appropriate use of business communication technology?
- a) Delivering official announcements
 - ~~b) Using emojis in a formal business email~~
 - c) Sending out meeting invitations
 - d) Conducting webinars
48. Which tool allows real-time collaboration on documents in business communication?
- a) Google Docs
 - ~~b) Microsoft Paint~~
 - c) Excel
 - d) Adobe Acrobat
49. Which of the following is an example of asynchronous communication?
- a) Phone call
 - b) Video call
 - ~~c) Email~~
 - d) Face-to-face conversation
50. Which of the following is a challenge when using technology for business communication?
- a) Increased speed
 - ~~b) Misinterpretation of tone~~
 - c) Clear communication
 - d) Efficient document sharing

Sunaina Maurya
B.Com I Sem

Shri Lal Bahadur Shastri Degree College, Gonda

Final Examination (2023-24)

Certificate course in "Business Communication"

Time Allowed: 1 Hour

Max Marks-100

Instructions:

- 1- All questions are to be attempted.
- 2- Each question carries '2' marks.
- 3- There is no negative marking.

54 90

1. Which of the following is NOT a form of communication? a) Verbal
b) Non-verbal
c) Visual
 d) Emotional
 2. Which type of communication involves gestures, facial expressions, and body language?
a) Verbal communication
b) Non-verbal communication
c) Written communication
 d) Visual communication
 3. Which of the following is the primary goal of business communication?
a) Personal interaction
 b) Organizational effectiveness
c) Social bonding
d) Entertainment
 4. What is the term for communication that flows from subordinates to superiors?
 a) Upward communication
b) Downward communication
c) Lateral communication
d) Horizontal communication
 5. In business communication, 'encoding' refers to the process of:
a) Interpreting a message
b) Sending a message
 c) Converting a message into symbols
d) Receiving feedback
 6. Which type of communication occurs between peers or colleagues at the same level in an organization?
a) Upward communication
b) Downward communication
 c) Horizontal communication
d) Diagonal communication
 7. The '7 Cs' of communication include all of the following EXCEPT:
a) Completeness
b) Clarity
 c) Complexity
d) Conciseness
 8. Which of the following is an example of a formal communication channel?
a) Casual conversation in the hallway
 b) A company-wide email
c) A chat over coffee
d) A joke shared at lunch
 9. What is 'noise' in the context of communication?
a) Sound that disrupts communication
b) Physical sound from the environment
 c) Any factor that distorts or interferes with the transmission of a message
d) Loud voices in a conversation
 10. Which of the following is an example of external communication?
a) A meeting with employees
 b) A report sent to stakeholders
c) An internal memo
d) A casual chat with colleagues
- ### Written Communication
11. In business letters, which of the following is the most appropriate salutation?
a) Dear Friend
b) Hi Team
 c) To Whom It May Concern
d) Yours Sincerely

12. Which of the following is the most formal way of closing a business email?

- a) Best regards
- b) Cheers
- c) Thank you
- d) Yours faithfully

13. Which of the following should be avoided in business writing?

- a) Clear and concise language
- b) Active voice
- c) Long and complex sentences
- d) Proper grammar

14. A report that is short, informal, and designed to inform or provide a summary is called a:

- a) Memo
- b) White paper
- c) Manual
- d) Proposal

15. Which is the most appropriate form of written communication when you need to send a formal message to a large group?

- a) Instant message
- b) Email
- c) Social media post
- d) Letter

16. What is the purpose of a business memo?

- a) To summarize detailed data
- b) To communicate within the organization
- c) To communicate with customers
- d) To provide a product description

17. Which of the following can be considered as an informal communication channel?

- a) Company newsletter
- b) Rumors
- c) Email circular
- d) Press release

18. Which term refers to the structure of a business letter, including the placement of date, address, salutation, etc.?

- a) Format
- b) Layout
- c) Template
- d) Blueprint

19. Which of the following is NOT a type of report?

- a) Analytical report

- b) Informational report
- c) Interpretative report
- d) Persuasive report

20. Which section of a report provides a brief summary of the key points?

- a) Introduction
- b) Conclusion
- c) Executive summary
- d) Recommendations

Oral Communication

21. In which type of communication is immediate feedback most likely?

- a) Written communication
- b) Oral communication
- c) Non-verbal communication
- d) Visual communication

22. Which of the following is NOT a key feature of oral communication?

- a) Quick feedback
- b) Permanency
- c) Spontaneity
- d) Flexibility

23. Which of the following skills is essential for effective oral communication in business?

- a) Listening
- b) Writing
- c) Reading
- d) Typing

24. Which of the following is a common barrier to oral communication?

- a) Technical jargon
- b) Cultural differences
- c) Accent or pronunciation issues
- d) All of the above

25. Which communication method is most suitable for delivering urgent information?

- a) Memo
- b) Letter
- c) Telephone call
- d) Newsletter

26. An effective speaker in business should focus on which of the following?

- a) Vocabulary alone
- b) Tone and clarity
- c) Appearance
- d) Personal opinion

27. Active listening includes all of the following EXCEPT:

- a) Interrupting the speaker
 - b) Giving non-verbal feedback
 - c) Asking questions
 - d) Summarizing points
28. During a presentation, making eye contact with your audience helps to:
- a) Distract the audience
 - b) Establish rapport and build trust
 - c) Avoid being nervous
 - d) Make the presentation longer
29. What is the best way to handle questions during a business presentation?
- a) Ignore them
 - b) Encourage and answer them respectfully
 - c) Discourage them
 - d) Answer only at the end
30. Which of the following is important when conducting a business meeting?
- a) Providing an agenda
 - b) Writing a memo beforehand
 - c) Choosing a casual environment
 - d) Avoiding time management

Non-verbal and Intercultural Communication

31. Which of the following is an example of non-verbal communication?
- a) An email
 - b) A handshake
 - c) A phone call
 - d) A presentation
32. The tone of voice, pitch, and pace of speaking are elements of:
- a) Verbal communication
 - b) Non-verbal communication
 - c) Written communication
 - d) Formal communication
33. Which of the following is a cultural barrier to communication?
- a) Different languages
 - b) Different time zones
 - c) Different communication styles
 - d) All of the above
34. In intercultural communication, understanding _____ is crucial to avoid misunderstandings.
- a) Grammar rules
 - b) Organizational hierarchy
 - c) Cultural norms and values
 - d) Feedback mechanisms

35. Which of the following is a positive body language gesture?

- a) Crossing arms
 - b) Maintaining eye contact
 - c) Tapping fingers
 - d) Frowning
36. Which of the following cultural dimensions refers to the degree of inequality accepted in a society?
- a) Individualism vs collectivism
 - b) Power distance
 - c) Uncertainty avoidance
 - d) Masculinity vs femininity
37. What does proxemics refer to in non-verbal communication?
- a) Use of space
 - b) Use of time
 - c) Use of language
 - d) Use of voice
38. When communicating with someone from a high-context culture, which of the following should you focus on?
- a) Explicit words and detailed messages
 - b) Body language and context
 - c) Written communication only
 - d) Non-verbal cues
39. Gestures can have different meanings across cultures. For example, the thumbs-up sign in some cultures means:
- a) Approval
 - b) Disapproval
 - c) Offensive gesture
 - d) Request for help
40. What is the main benefit of understanding intercultural communication?
- a) Faster communication
 - b) Reduced conflict and misunderstandings
 - c) Increased verbal communication
 - d) Eliminating all cultural differences

Technology and Business Communication

41. Which tool is commonly used for video conferencing in business communication?
- a) Slack
 - b) Zoom
 - c) Excel
 - d) PowerPoint
42. What is the primary benefit of using email for business communication?

- a) Instantaneous response
 - b) Non-reliable medium
 - c) Formality and record-keeping
 - d) Face-to-face interaction
43. **What does 'BCC' stand for in an email?**
- a) Blind Carbon Copy
 - b) Broadcast Copy
 - c) Backup Copy
 - d) Business Copy
44. **Which of the following is a key advantage of using social media for business communication?**
- a) Speed of communication
 - b) Limited audience
 - c) Informal tone
 - d) Lack of professionalism
45. **Which tool is used to schedule meetings and send reminders in a business environment?**
- a) Google Calendar
 - b) WhatsApp
 - c) Microsoft Word
 - d) Trello
46. **Instant messaging tools like Slack or Microsoft Teams are mostly used for:**
- a) Formal communication
 - b) Informal, real-time communication
 - c) Report writing
 - d) Official legal documentation
47. **Which of the following is NOT an appropriate use of business communication technology?**
- a) Delivering official announcements
 - b) Using emojis in a formal business email
 - c) Sending out meeting invitations
 - d) Conducting webinars
48. **Which tool allows real-time collaboration on documents in business communication?**
- a) Google Docs
 - b) Microsoft Paint
 - c) Excel
 - d) Adobe Acrobat
49. **Which of the following is an example of asynchronous communication?**
- a) Phone call
 - b) Video call
 - c) Email
 - d) Face-to-face conversation
50. **Which of the following is a challenge when using technology for business communication?**
- a) Increased speed
 - b) Misinterpretation of tone
 - c) Clear communication
 - d) Efficient document sharing

Nakunsha Kaswadhan
B.Com I Semester

Shri Lal Bahadur Shastri Degree College, Gonda

Final Examination (2023-24)

Certificate course in "Business Communication"

Time Allowed: 1 Hour

Max Marks-100

Instructions:

- 1- All questions are to be attempted.
- 2- Each question carries '2' marks.
- 3- There is no negative marking.

74

1. Which of the following is NOT a form of communication? a) Verbal
b) Non-verbal
c) Visual
 d) Emotional
 2. Which type of communication involves gestures, facial expressions, and body language?
a) Verbal communication
 b) Non-verbal communication
c) Written communication
d) Visual communication
 3. Which of the following is the primary goal of business communication?
a) Personal interaction
 b) Organizational effectiveness
c) Social bonding
d) Entertainment
 4. What is the term for communication that flows from subordinates to superiors?
 a) Upward communication
b) Downward communication
c) Lateral communication
d) Horizontal communication
 5. In business communication, 'encoding' refers to the process of:
a) Interpreting a message
b) Sending a message
 c) Converting a message into symbols
d) Receiving feedback
 6. Which type of communication occurs between peers or colleagues at the same level in an organization?
a) Upward communication
b) Downward communication
 c) Horizontal communication
d) Diagonal communication
 7. The '7 Cs' of communication include all of the following EXCEPT:
a) Completeness
b) Clarity
 c) Complexity
d) Conciseness
 8. Which of the following is an example of a formal communication channel?
a) Casual conversation in the hallway
 b) A company-wide email
c) A chat over coffee
d) A joke shared at lunch
 9. What is 'noise' in the context of communication?
a) Sound that disrupts communication
b) Physical sound from the environment
 c) Any factor that distorts or interferes with the transmission of a message
d) Loud voices in a conversation
 10. Which of the following is an example of external communication?
a) A meeting with employees
 b) A report sent to stakeholders
c) An internal memo
d) A casual chat with colleagues
- Written Communication**
11. In business letters, which of the following is the most appropriate salutation?
a) Dear Friend
b) Hi Team
 c) To Whom It May Concern
d) Yours Sincerely

12. Which of the following is the most formal way of closing a business email?

- a) Best regards
- b) Cheers
- c) Thank you
- d) Yours faithfully

13. Which of the following should be avoided in business writing?

- a) Clear and concise language
- b) Active voice
- c) Long and complex sentences
- d) Proper grammar

14. A report that is short, informal, and designed to inform or provide a summary is called a:

- a) Memo
- b) White paper
- c) Manual
- d) Proposal

15. Which is the most appropriate form of written communication when you need to send a formal message to a large group?

- a) Instant message
- b) Email
- c) Social media post
- d) Letter

16. What is the purpose of a business memo?

- a) To summarize detailed data
- b) To communicate within the organization
- c) To communicate with customers
- d) To provide a product description

17. Which of the following can be considered as an informal communication channel?

- a) Company newsletter
- b) Rumors
- c) Email circular
- d) Press release

18. Which term refers to the structure of a business letter, including the placement of date, address, salutation, etc.?

- a) Format
- b) Layout
- c) Template
- d) Blueprint

19. Which of the following is NOT a type of report?

- a) Analytical report

- b) Informational report
- c) Interpretative report
- d) Persuasive report

20. Which section of a report provides a brief summary of the key points?

- a) Introduction
- b) Conclusion
- c) Executive summary
- d) Recommendations

Oral Communication

21. In which type of communication is immediate feedback most likely?

- a) Written communication
- b) Oral communication
- c) Non-verbal communication
- d) Visual communication

22. Which of the following is NOT a key feature of oral communication?

- a) Quick feedback
- b) Permanency
- c) Spontaneity
- d) Flexibility

23. Which of the following skills is essential for effective oral communication in business?

- a) Listening
- b) Writing
- c) Reading
- d) Typing

24. Which of the following is a common barrier to oral communication?

- a) Technical jargon
- b) Cultural differences
- c) Accent or pronunciation issues
- d) All of the above

25. Which communication method is most suitable for delivering urgent information?

- a) Memo
- b) Letter
- c) Telephone call
- d) Newsletter

26. An effective speaker in business should focus on which of the following?

- a) Vocabulary alone
- b) Tone and clarity
- c) Appearance
- d) Personal opinion

27. Active listening includes all of the following EXCEPT:

- a) ~~Interrupting the speaker~~
 - b) Giving non-verbal feedback
 - c) Asking questions
 - d) Summarizing points
28. **During a presentation, making eye contact with your audience helps to:**
- a) Distract the audience
 - b) ~~Establish rapport and build trust~~
 - c) Avoid being nervous
 - d) Make the presentation longer
29. **What is the best way to handle questions during a business presentation?**
- a) Ignore them
 - b) ~~Encourage and answer them respectfully~~
 - c) Discourage them
 - d) Answer only at the end
30. **Which of the following is important when conducting a business meeting?**
- a) ~~Providing an agenda~~
 - b) Writing a memo beforehand
 - c) Choosing a casual environment
 - d) Avoiding time management

Non-verbal and Intercultural Communication

31. **Which of the following is an example of non-verbal communication?**
- a) An email
 - b) ~~A handshake~~
 - c) A phone call
 - d) A presentation
32. **The tone of voice, pitch, and pace of speaking are elements of:**
- a) Verbal communication
 - b) ~~Non-verbal communication~~
 - c) Written communication
 - d) Formal communication
33. **Which of the following is a cultural barrier to communication?**
- a) Different languages
 - b) Different time zones
 - c) Different communication styles
 - d) ~~All of the above~~
34. **In intercultural communication, understanding _____ is crucial to avoid misunderstandings.**
- a) Grammar rules
 - b) Organizational hierarchy
 - c) ~~Cultural norms and values~~
 - d) Feedback mechanisms

35. **Which of the following is a positive body language gesture?**

- a) Crossing arms
- b) Maintaining eye contact
- c) Tapping fingers
- d) ~~Frowning~~

36. **Which of the following cultural dimensions refers to the degree of inequality accepted in a society?**

- a) Individualism vs collectivism
- b) Power distance
- c) Uncertainty avoidance
- d) ~~Masculinity vs femininity~~

37. **What does proxemics refer to in non-verbal communication?**

- a) ~~Use of space~~
- b) Use of time
- c) Use of language
- d) Use of voice

38. **When communicating with someone from a high-context culture, which of the following should you focus on?**

- a) Explicit words and detailed messages
- b) ~~Body language and context~~
- c) Written communication only
- d) Non-verbal cues

39. **Gestures can have different meanings across cultures. For example, the thumbs-up sign in some cultures means:**

- a) Approval
- b) Disapproval
- c) Offensive gesture
- d) ~~Request for help~~

40. **What is the main benefit of understanding intercultural communication?**

- a) Faster communication
- b) Reduced conflict and misunderstandings
- c) ~~Increased verbal communication~~
- d) Eliminating all cultural differences

Technology and Business Communication

41. **Which tool is commonly used for video conferencing in business communication?**

- a) ~~Slack~~
- b) Zoom
- c) Excel
- d) PowerPoint

42. **What is the primary benefit of using email for business communication?**

- a) Instantaneous response
 - b) Non-reliable medium
 - c) Formality and record-keeping
 - d) Face-to-face interaction
43. **What does 'BCC' stand for in an email?**
- a) Blind Carbon Copy
 - b) Broadcast Copy
 - c) Backup Copy
 - d) Business Copy
44. **Which of the following is a key advantage of using social media for business communication?**
- a) Speed of communication
 - b) Limited audience
 - c) Informal tone
 - d) Lack of professionalism
45. **Which tool is used to schedule meetings and send reminders in a business environment?**
- a) Google Calendar
 - b) WhatsApp
 - c) Microsoft Word
 - d) Trello
46. **Instant messaging tools like Slack or Microsoft Teams are mostly used for:**
- a) Formal communication
 - b) Informal, real-time communication
 - c) Report writing
 - d) Official legal documentation
47. **Which of the following is NOT an appropriate use of business communication technology?**
- a) Delivering official announcements
 - b) Using emojis in a formal business email
 - c) Sending out meeting invitations
 - d) Conducting webinars
48. **Which tool allows real-time collaboration on documents in business communication?**
- a) Google Docs
 - b) Microsoft Paint
 - c) Excel
 - d) Adobe Acrobat
49. **Which of the following is an example of asynchronous communication?**
- a) Phone call
 - b) Video call
 - c) Email
 - d) Face-to-face conversation
50. **Which of the following is a challenge when using technology for business communication?**
- a) Increased speed
 - b) Misinterpretation of tone
 - c) Clear communication
 - d) Efficient document sharing

Shri Lal Bahadur Shastri Degree College, Gonda

Final Examination (2023-24)

Certificate course in "Business Communication"

Time Allowed: 1 Hour

Max Marks-100

Instructions:

- 1- All questions are to be attempted.
- 2- Each question carries '2' marks.
- 3- There is no negative marking.

92

1. Which of the following is NOT a form of communication? a) Verbal
b) Non-verbal
c) Visual
 d) Emotional
 2. Which type of communication involves gestures, facial expressions, and body language?
a) Verbal communication
 b) Non-verbal communication
c) Written communication
d) Visual communication
 3. Which of the following is the primary goal of business communication?
a) Personal interaction
 b) Organizational effectiveness
c) Social bonding
d) Entertainment
 4. What is the term for communication that flows from subordinates to superiors?
 a) Upward communication
b) Downward communication
c) Lateral communication
d) Horizontal communication
 5. In business communication, 'encoding' refers to the process of:
a) Interpreting a message
b) Sending a message
 c) Converting a message into symbols
d) Receiving feedback
 6. Which type of communication occurs between peers or colleagues at the same level in an organization?
a) Upward communication
b) Downward communication
 c) Horizontal communication
d) Diagonal communication
 7. The '7 Cs' of communication include all of the following EXCEPT:
a) Completeness
b) Clarity
 c) Complexity
d) Conciseness
 8. Which of the following is an example of a formal communication channel?
a) Casual conversation in the hallway
 b) A company-wide email
c) A chat over coffee
d) A joke shared at lunch
 9. What is 'noise' in the context of communication?
a) Sound that disrupts communication
b) Physical sound from the environment
 c) Any factor that distorts or interferes with the transmission of a message
d) Loud voices in a conversation
 10. Which of the following is an example of external communication?
a) A meeting with employees
 b) A report sent to stakeholders
c) An internal memo
d) A casual chat with colleagues
- Written Communication**
11. In business letters, which of the following is the most appropriate salutation?
a) Dear Friend
b) Hi Team
 c) To Whom It May Concern
d) Yours Sincerely

12. Which of the following is the most formal way of closing a business email?
- Best regards
 - Cheers
 - Thank you
 - Yours faithfully
13. Which of the following should be avoided in business writing?
- Clear and concise language
 - Active voice
 - Long and complex sentences
 - Proper grammar
14. A report that is short, informal, and designed to inform or provide a summary is called a:
- Memo
 - White paper
 - Manual
 - Proposal
15. Which is the most appropriate form of written communication when you need to send a formal message to a large group?
- Instant message
 - Email
 - Social media post
 - Letter
16. What is the purpose of a business memo?
- To summarize detailed data
 - To communicate within the organization
 - To communicate with customers
 - To provide a product description
17. Which of the following can be considered as an informal communication channel?
- Company newsletter
 - Rumors
 - Email circular
 - Press release
18. Which term refers to the structure of a business letter, including the placement of date, address, salutation, etc.?
- Format
 - Layout
 - Template
 - Blueprint
19. Which of the following is NOT a type of report?
- Analytical report

- Informational report
- Interpretative report
- Persuasive report

20. Which section of a report provides a brief summary of the key points?
- Introduction
 - Conclusion
 - Executive summary
 - Recommendations

Oral Communication

21. In which type of communication is immediate feedback most likely?
- Written communication
 - Oral communication
 - Non-verbal communication
 - Visual communication
22. Which of the following is NOT a key feature of oral communication?
- Quick feedback
 - Permanency
 - Spontaneity
 - Flexibility
23. Which of the following skills is essential for effective oral communication in business?
- Listening
 - Writing
 - Reading
 - Typing
24. Which of the following is a common barrier to oral communication?
- Technical jargon
 - Cultural differences
 - Accent or pronunciation issues
 - All of the above
25. Which communication method is most suitable for delivering urgent information?
- Memo
 - Letter
 - Telephone call
 - Newsletter
26. An effective speaker in business should focus on which of the following?
- Vocabulary alone
 - Tone and clarity
 - Appearance
 - Personal opinion
27. Active listening includes all of the following EXCEPT:

- a) Interrupting the speaker
 - b) Giving non-verbal feedback
 - c) Asking questions
 - d) Summarizing points
28. **During a presentation, making eye contact with your audience helps to:**
- a) Distract the audience
 - b) Establish rapport and build trust
 - c) Avoid being nervous
 - d) Make the presentation longer
29. **What is the best way to handle questions during a business presentation?**
- a) Ignore them
 - b) Encourage and answer them respectfully
 - c) Discourage them
 - d) Answer only at the end
30. **Which of the following is important when conducting a business meeting?**
- a) Providing an agenda
 - b) Writing a memo beforehand
 - c) Choosing a casual environment
 - d) Avoiding time management

Non-verbal and Intercultural Communication

31. **Which of the following is an example of non-verbal communication?**
- a) An email
 - b) A handshake
 - c) A phone call
 - d) A presentation
32. **The tone of voice, pitch, and pace of speaking are elements of:**
- a) Verbal communication
 - b) Non-verbal communication
 - c) Written communication
 - d) Formal communication
33. **Which of the following is a cultural barrier to communication?**
- a) Different languages
 - b) Different time zones
 - c) Different communication styles
 - d) All of the above
34. **In intercultural communication, understanding _____ is crucial to avoid misunderstandings.**
- a) Grammar rules
 - b) Organizational hierarchy
 - c) Cultural norms and values
 - d) Feedback mechanisms

35. **Which of the following is a positive body language gesture?**
- a) Crossing arms
 - b) Maintaining eye contact
 - c) Tapping fingers
 - d) Frowning
36. **Which of the following cultural dimensions refers to the degree of inequality accepted in a society?**
- a) Individualism vs collectivism
 - b) Power distance
 - c) Uncertainty avoidance
 - d) Masculinity vs femininity
37. **What does proxemics refer to in non-verbal communication?**
- a) Use of space
 - b) Use of time
 - c) Use of language
 - d) Use of voice
38. **When communicating with someone from a high-context culture, which of the following should you focus on?**
- a) Explicit words and detailed messages
 - b) Body language and context
 - c) Written communication only
 - d) Non-verbal cues
39. **Gestures can have different meanings across cultures. For example, the thumbs-up sign in some cultures means:**
- a) Approval
 - b) Disapproval
 - c) Offensive gesture
 - d) Request for help
40. **What is the main benefit of understanding intercultural communication?**
- a) Faster communication
 - b) Reduced conflict and misunderstandings
 - c) Increased verbal communication
 - d) Eliminating all cultural differences

Technology and Business Communication

41. **Which tool is commonly used for video conferencing in business communication?**
- a) Slack
 - b) Zoom
 - c) Excel
 - d) PowerPoint
42. **What is the primary benefit of using email for business communication?**

- a) Instantaneous response
 b) Non-reliable medium
 c) Formality and record-keeping
 d) Face-to-face interaction
43. **What does 'BCC' stand for in an email?**
 a) Blind Carbon Copy
 b) Broadcast Copy
 c) Backup Copy
 d) Business Copy
44. **Which of the following is a key advantage of using social media for business communication?**
 a) Speed of communication
 b) Limited audience
 c) Informal tone
 d) Lack of professionalism
45. **Which tool is used to schedule meetings and send reminders in a business environment?**
 a) Google Calendar
 b) WhatsApp
 c) Microsoft Word
 d) Trello
46. **Instant messaging tools like Slack or Microsoft Teams are mostly used for:**
 a) Formal communication
 b) Informal, real-time communication
 c) Report writing
 d) Official legal documentation
47. **Which of the following is NOT an appropriate use of business communication technology?**
 a) Delivering official announcements
 b) Using emojis in a formal business email
 c) Sending out meeting invitations
 d) Conducting webinars
48. **Which tool allows real-time collaboration on documents in business communication?**
 a) Google Docs
 b) Microsoft Paint
 c) Excel
 d) Adobe Acrobat
49. **Which of the following is an example of asynchronous communication?**
 a) Phone call
 b) Video call
 c) Email
 d) Face-to-face conversation
50. **Which of the following is a challenge when using technology for business communication?**
 a) Increased speed
 b) Misinterpretation of tone
 c) Clear communication
 d) Efficient document sharing



SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

Session 2023 - 2024


Department of Commerce


Name of the programme: Business Communication

Certificate

This is to certify that Mr./Ms. Krish Pandey of class B Com 1st Sem. has successfully completed the certificate course for the session 2023-24 conducted by the Department of Commerce, Shri Lal Bahadur Shastri Degree College, Gonda.


PROF. R.K. PANDEY
Principal


Head, Department of Commerce


Course Coordinator



SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

Session 2023 - 2024

Department of Commerce

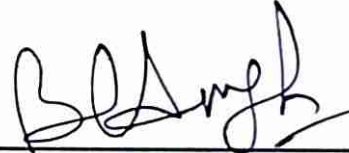
Name of the program Business Communication

Certificate

This is to certify that Mr./Ms. Garima Balmiki of class B. Com. 1st Sem has successfully completed the certificate course for the session 2023-24 conducted by the Department of Commerce, Shri Lal Bahadur Shastri Degree College, Gonda.


PROF. R.K. PANDEY
Principal


Head, Department of Commerce


Course Coordinator



SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

Session 20~~23~~ - 20~~24~~

Department of Commerce

Name of the program Business Communication

Certificate

This is to certify that Mr./Ms. Sunaina Maurya of class B Com 1st Sem has successfully completed the certificate course for the session 20~~23~~-~~24~~ conducted by the Department of Commerce, Shri Lal Bahadur Shastri Degree College, Gonda.


PROF. R.K. PANDEY
Principal


Head, Department of Commerce


Course Coordinator



SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

Session 2023 - 2024

Department of Commerce

Name of the program Business Communication

Certificate

This is to certify that ~~Mr./Ms.~~ Aakanksha Kasaudhan of class B Com 1st Sem has successfully completed the certificate course for the session 2023-24 conducted by the Department of Commerce, Shri Lal Bahadur Shastri Degree College, Gonda.


PROF. R.K. PANDEY
Principal


Head, Department of Commerce


Course Coordinator



SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

Session 2023 - 2024


Department of Commerce

Name of the program Business Communication

Certificate

This is to certify that ~~Mr.~~Ms. Muskan Mishra of class BCom 1st Semr has successfully completed the certificate course for the session 2023-24 conducted by the Department of Commerce, Shri Lal Bahadur Shastri Degree College, Gonda.


PROF. R.K. PANDEY
Principal


Head, Department of Commerce


Course Coordinator