

Term \_\_\_\_\_ is a two way process.

- A. Communication
- B. Transformation
- C. Imitation
- D. Collision

ANSWER: A

Effective business communication is the \_\_\_\_\_ of every organization.

- A. Importance
- B. Fragrance
- C. Life Blood
- D. Expansion

ANSWER: C

Term \_\_\_\_\_ in business has increased the importance of communication to a great extent.

- A. Expansion
- B. Decline
- C. Cost
- D. Expense

ANSWER: A

Term \_\_\_\_\_ communication has permanent record.

- A. Oral
- B. Written
- C. Clues
- D. Non Verbal

ANSWER: B

In written communication, the feedback is \_\_\_\_\_.

- A. Urgent
- B. Quick

C. Delayed

D. Sudden

ANSWER: C

Term \_\_\_\_\_ communication has less technical and complex information.

A. Oral

B. Written

C. Clues

D. Non verbal

ANSWER: A

Term \_\_\_\_\_ contribute 55% in the judgement of you.

A. Oral

B. Written

C. Spoken

D. Non verbal clues

ANSWER: D

Body language is also called \_\_\_\_\_.

A. Clues

B. Kinesics

C. Civic

D. Posture

ANSWER: B

Blue and Yellow convey \_\_\_\_\_ feelings.

A. Positive

B. Negative

C. Absurd

D. Sad

ANSWER: A

Term \_\_\_\_\_ is called proxemics.

- A. Body Language
- B. Space Language
- C. Colour Language
- D. Verbosity

ANSWER: B

Every message begins with \_\_\_\_\_.

- A. Situation
- B. Conditions
- C. Culture
- D. Context

ANSWER: D

Communication process includes \_\_\_\_\_ components.

- A. 5
- B. 6
- C. 7
- D. 9

ANSWER: B

The receiver of the message is also known as the \_\_\_\_\_.

- A. Source
- B. Speaker
- C. Decoder
- D. Originator

ANSWER: C

Term \_\_\_\_\_ indicates understanding or misunderstanding of the message.

- A. Context

- B. Medium
- C. Feedback
- D. Decoding

ANSWER: C

Term \_\_\_\_\_ is misunderstanding resulting from the missed meanings.

- A. Bypassing
- B. Reference
- C. Distractions
- D. Concrete

ANSWER: A

Capital, capacity and character are also known as three C's of \_\_\_\_\_.

- A. Adjustment
- B. Claim
- C. Credit
- D. Sales

ANSWER: C

Term \_\_\_\_\_ letters should be written with courtesy and consideration.

- A. Collection
- B. Inquiry
- C. Order
- D. Claim

ANSWER: A

The use of "you-attitude" in \_\_\_\_\_ situations should be thoughtful.

- A. Positive
- B. Pleasant
- C. Negative
- D. Serene

ANSWER: C

The Use of “you” in a negative situation can be \_\_\_\_\_ by employing passive voice.

- A. Welcomed
- B. Avoided
- C. Utilized
- D. Offended

ANSWER: B

The collection series is a sort of \_\_\_\_\_.

- A. Threat
- B. Reminder
- C. Remainder
- D. Scrutinizer

ANSWER: B

Term \_\_\_\_\_ is written to sell goods or services.

- A. Inquiry Letter
- B. Order Letter
- C. Adjustment Letter
- D. Sales Letter

ANSWER: D

The \_\_\_\_\_ function of a sales letter is to attract the reader’s attention.

- A. First
- B. Second
- C. Third
- D. Fourth

ANSWER: A

A sales letter sent to dealers emphasizes on \_\_\_\_\_.

- A. Joys
- B. Comforts
- C. Profits
- D. Loss

ANSWER: C

Term \_\_\_\_\_ is also important in arousing desire in the customer to buy a product.

- A. Me-attitude
- B. You-attitude
- C. Politeness
- D. Threats

ANSWER: B

In an effective sales letter, the desire of the buyer must be converted into a strong \_\_\_\_\_ .

- A. Faith
- B. Belief
- C. Conviction
- D. Convention

ANSWER: C

In a sales letter the writer should offer special inducements to overcome the reader's \_\_\_\_\_.

- A. Response
- B. Hesitancy
- C. Fear
- D. Faith

ANSWER: B

The main aim of \_\_\_\_\_ letters is to promote sales indirectly.

- A. Inquiry
- B. Adjustment
- C. Sales Promotion

D. Credit

ANSWER: C

Letters granting credit are \_\_\_\_\_ messages.

A. Good News

B. Bad News

C. Neutral

D. Buffer

ANSWER: A

The purpose of a sales promotion letter is to establish \_\_\_\_\_.

A. Fear

B. Confusion

C. Comfort

D. Good Will

ANSWER: D

A well-written resume attracts the attention of an \_\_\_\_\_.

A. Employee

B. Employer

C. Imitator

D. Activator

ANSWER: B