



Exam Seat No. _____

B. P. COLLEGE OF BUSINESS ADMINISTRATION

(Constituent College of Kadi Sarva Vishwavidyalaya)

BBA SEM – II

MCQ TEST February 2014

SUB: Professional Communication in Practice (BBA 12)

Date: 17/02/14

Day: Monday

Total Marks: 60

Duration: 40 minutes

Instructions:

- All questions are compulsory.
- All questions carry 2 marks each.

1. Listening and hearing are synonymous
a. True b. False
2. Empathetic listening is therapeutic
a. True b. False
3. Sitting arrangement can interfere with effective listening
a. True b. False
4. Listening Process begins at sensing and localizing sound
a. True b. False
5. Judgmental listening involves
a. Ignoring b. critical analysis c. relationship d. none
6. Emotions help improve listening
a. True b. False
7. Vocabulary plays crucial role in decoding
a. True b. False
8. Memory interferes with listening
a. True b. False
9. Human capacity to listen is double the capacity to speak
a. True b. False
10. Focus ability of human brain is
a. 3 secs b. 20 mins c. 10 mins d. 1 hour
11. In listening the supplement to memory is
a. Emotion b. Distractions c. lights d. Note-taking
12. "Accent & intonation" are not important for effective speaking
a. True b. false
13. Which pattern of communication is followed in talking to friends
a. Formal b. abrasive c. informal d. none
14. Speech process begins at sensing
a. True b. False
15. "Brevity" in conversation stands for
a. Brief b. Focused c. Clarity d. accurate
16. "Hypothetical questions" means
a. Assumptions b. Personal c. probing d. Leading

17. Voice quality calls for moderate modulation
 - a. True
 - b. false
18. Good conversation necessitates active listening
 - a. True
 - b. False
19. Illogical answers reflects
 - a. Disorganized personality
 - b. Diffidence
 - c. Stress
 - d. none
20. Clarity ensures continued speaking without interruptions
 - a. True
 - b. False
21. "Subtle speaker " excels in the art of Body language
 - a. True
 - b. False
22. Business presentations begin with
 - a. Establishing credibility
 - b. capturing attention
 - c. preview
 - d. personalized statement
23. "Rhetorical question" is a technique used in
 - a. Introduction
 - b. Preview
 - c. Main part
 - d. Statistics
24. "Nothing works like humor does" is applicable to
 - a. Attention grab
 - b. credibility gain
 - c. mission
 - d. None
25. " Startling statements " must be used with caution
 - a. True
 - b. False
26. "Anecdotes" can be related by a fresher in Business Presentations
 - a. True
 - b. False
27. "Restatement" of main points is useless
 - a. True
 - b. false
28. Restatement must be rephrased
 - a. True
 - b. False
29. Personalized message is not necessary in biz. Presentation
 - a. True
 - b. False
30. Body of speech must follow organized pattern
 - a. True
 - b. False