



# ST. ALOYSIUS' COLLEGE

(AUTONOMOUS), JABALPUR(M.P.)

Reaccredited 'A+' Grade by NAAC (CGPA 3.68/4.00)

College with Potential for Excellence (CPE) by UGC

DST-FIST Supported & Star College Scheme by DBT.

**St. Aloysius College (Autonomous) Jabalpur**  
**B.com 1 & 2<sup>nd</sup> Semester**  
**BUSINESS ORGANISATION AND COMMUNICATION**  
**Question Bank**

Multiple choice Questions

UNIT - 1

1. Business organisation is a:  
A. Open system  
B. control system  
C. cultural system  
D. environmental system
2. Which one is an activity of industry:  
A. Transport companies  
B. Insurance business  
C. Banking institutions  
D. None of the above
3. To mean a business is:  
A. Sale and purchase of goods  
B. sale and purchase of services  
C. sale and purchase of goods and services, adhering social responsibilities  
D. Creation of utilities
4. Which one is an economic activity:  
A. Profession of a lawyer  
B. profession of a doctor  
C. profession  
D. playing tennis by a professional player
5. The main objective of a business:  
A. Creation of utility  
B. profit earning  
C. social responsibility  
D. with social responsibility
6. Foreign trade is meant:  
A. Import and export of goods and services between two States or countries  
B. Import and export of goods and services between two States  
C. Sale and purchase between two districts  
D. All of the above
7. Which one of the following is a non economic activity:  
A. Business  
B. science  
C. charity  
D. profess
8. What do you mean by Re export from the following:  
A. Import of goods  
B. exporting goods and services after importing  
C. export of goods  
D. none of the above



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9. Basis of business progress is:  
A. Maximizing the profit  
B. output  
C. maximum customer satisfaction  
D. maximizing the customer
10. Which two are base of a business:  
A. Industry and commerce  
B. industry and trade  
C. industry and business  
D. commerce and business
11. Which is not a business auxiliary service:  
A. Bank  
B. insurance  
C. transport  
D. Trade
12. Which one is an extracting industry:  
A. Animal husbandry  
B. fishing from sea shore  
C. poultry farming  
D. plantation
13. Which one is genetic industry:  
A. Animal husbandry  
B. hunting  
C. mining  
D. from jungles
14. Which one is not a constructive industry:  
A. construction of dams  
B. construction of railway tracks  
C. scooter production  
D. oil refinery
15. Profit and service motives are:  
A. Contradictory  
B. complementary  
C. reciprocating  
D. none of the above
16. Business organisation is :  
A. art  
B. science  
C. both  
D. none of these
17. Meaning of the business is:  
A. Manufacturing goods  
B. Purchase and sale of goods  
C. Social service  
D. All of these
18. Meaning of business organisations:  
A. of work of business  
B. Subdivision  
C. Distribution  
D. All of these
19. Which of these are included in:  
A. industries  
B. Only business  
C. Sale and purchase of goods  
D. Business and related activities
20. Which is not included in construction industry:



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- A.Mining activity  
C.Floor mills
- B.Iron and steel production  
D.None of the above
21. Which of the following alone can ensure effective ethics program in a business enterprise :
- A. Publication of a code  
C.Establishment of compliance
- B.Involvement of employees  
D.None of them
22. Ethics is important for:
- A. Top management  
C.Non managerial employees
- B.Middle level managers  
D.All of them
23. Which of the following is capable of doing maximum good to society?
- A.Business success  
C. Ethics
- B.Laws and regulations  
D.Professional management
24. Which of the following can explain the need for pollution control?
- A. Cost saving  
C.Reduction of health hazards
- B.Reduce risk of liability  
D.All of them
25. Carbon monoxide emitted by automobiles directly contributes to:
- A.Water pollution  
C.Air pollution
- B.Noise pollution  
D.Land pollution
26. environmental protection can best be done by the efforts of:
- A Business people  
C.Scientists
- B. Government  
D.All the people
27. if business is to operate in a society which is full of diverse and complicated problems it may have:
- A. Little chance of success  
C.Little chance of failure
- B.Great chance of success  
D.No relation with success or failure
28. Ethical adherence is:
- A.Same as legal responsibility  
C.Narrow than legal responsibility
- B.Broader than legal responsibility.  
D.None of them
29. Who propounded the principle of trusteeship:
- A. Mahatma gandhi  
C. Peter F Draker
- B. Vinobha bhava  
D.None of these
30. Concept of social responsibility lacks:
- A.Ambiguity  
C .dynamism
- B.no legal binding  
D.all of these



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31. "Profit with service" should be the object of:  
A. Private enterprise  
B. Public enterprise  
C. Cooperative enterprise  
D. All the enterprise
32. Creation of customers is the only objective of a business" who said it:  
A. Pigou  
B. Peter f drucker  
C. Henri fayol  
D. Henry culvert
33. Chasing after money is not a business who said this:  
A. Adam Smith  
B. Pigo  
C. Urwivk  
D. Marshall
34. A business is to do a business for profit. Who propounded it  
A. Aadam smith  
B. Peter f drucker  
C. Urwivk  
D. Keyens
35. Corporate social responsibility is meant:  
A. Economic activities in social interest  
B. Recognition to social desires from business  
C. Profit with social welfare  
D. All of these
36. Cause of growing concern of corporate social responsibility is:  
A. General awareness  
B. Consumerism  
C. Professional management  
D. All of these
37. Corporate social responsibility is a  
A. Burden to business  
B. In the social interest  
C. In the interest of bow to business and society  
D. None of these
38. Business is a social responsibilities;  
A. In favour of customers  
B. In favour of government  
C. For self  
D. For all
39. Expenditure on social responsibility is:  
A. Investment  
B. wastage  
C. unnessisarly  
D. Non economic
40. Corporate social responsibility is a:  
A. Reciprocate activity  
B. Universal concept  
C. Success tour business  
D. All of these
41. What does the importance of ethical behaviour, integrity and trust call into question?  
A. The extent to which managers should attempt to change the underlying beliefs and values of individual followers  
B. Who does what



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- C What we do next
- D None of these

42. Which of the following would most effectively act as the primary objective of a business organisation?  
A To make a profit  
B To procure resources  
C To communicate with shareholders  
D To mediate between the organisation and the environment
43. What is Ethics to do with?  
A The wider community  
B Business  
C Right and wrong  
D Nothing
44. What does the socio - economic view of social responsibility talk about?  
a. Social responsibility goes beyond making profits to include protecting and improving society's welfare.  
b. Encourage business  
c. Financial return  
d. None of the above
45. Which of the following is a disadvantage of social responsibility?  
a. Possession of resources  
b. Ethical obligation  
c. Public image  
d. Violation of profit maximisation
46. \_\_\_\_\_ is when a firm engages in social actions because of its obligation to meet certain economic and legal responsibilities.  
a. Social obligation  
b. Social responsibility  
c. Social responsiveness  
d. None of the above
47. The process of dividing the work and then grouping them into units and subunits for the purpose of administration is known as  
(a) Departmentation  
(b) Organisation structure  
(c) Committee  
(d) All of the above
48. Functional structures help to create.....  
a) teamwork  
b) specialisation  
c) project work groups  
d) multi-skilled employees
49. What is not a purpose of an organisational structure?  
a) To coordinate people and resources  
b) To organise lines of communication  
c) To formalise authority  
d) To limit workers' rights
50. Specialisation is a feature of which organisational structure?  
a) Matrix  
b) Divisional  
c) Multi-divisional  
d) Functional



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51. Under promotion of business following action is taken:
  - a) selection of line of business
  - b) choice of form of organisation
  - c) location of business
  - d) all of these
  
52. Promotion is undertaken for following purpose:
  - a) starting a new business
  - b) expansion of existing business
  - c) merger of existing business unit into a new one
  - d) all of these
  
53. Under financing propositions of promotion following action is taken:
  - a) issue of prospectus to rise IPO
  - b) marketing the issue of its success
  - c) listing and marketing of security
  - d) all of these
  
54. One who is expert in handling technical matters relating to laws, engineering, consultant etc. Is known as:
  - a) technical promoter
  - b) financial promoter
  - c) professional promoter
  - d) none of these
  
55. What is the relation of promoter to the company he has promoted?
  - a) As an agent
  - b) as a trustee
  - c) fiduciary position
  - d) none of these
  
56. A successful promoter must have a quality such as:
  - a) winning personality
  - b) wide and deep knowledge
  - c) self confidence
  - d) all these
  
57. The remuneration to a promoter is given as:
  - a) commission on purchase price of a business
  - b) paying in cash
  - c) issuing securities in his favour
  - d) all these
  
58. Legal function under promotion includes:
  - a) getting permission from appropriate authority
  - b) applying and getting licence if required by law
  - c) filing and wetting the prospectus from SEBI
  - d) all these
  
59. One who is specialised in promotion of a new business is called:
  - a) professional promoter
  - b) occasional promoter
  - c) technical promoter
  - d) none of these
  
60. Which of the following is the stage of promotion?
  - a) discovery of an idea
  - b) investigation and verification
  - c) assembling of resources
  - d) all of these
  
61. Personal contact and secrecy are the features of a :



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- a) sole proprietorship  
c) company
- b) partnership  
d) cooperative society
62. "One man control is the best" said by :  
a) Haney  
c) William R. Basset
- b) kimball and kimball  
d) none of these
63. Direct relation between work and reward is found in:  
a) partnership  
c) cooperative society
- b) sole proprietorship  
d) none of these
64. Sole proprietorship is meant where:  
a) decision is taken by one man  
c) operation of economic activity by one man  
d) operation and control of economic activities by one man
- b) profit is earned by one man
65. Limited credit is demerit of:  
a) sole proprietorship  
c) cooperative society
- b) partnership  
d) none of these
66. Limited expansion is a feature of a :  
a) sole proprietorship  
c) foreign company
- b) partnership  
d) none of these
67. Liability of a sole proprietor is:  
a) limited  
c) joint
- b) unlimited  
d) none of these
68. Which form of organisation is free from government regulation:  
a) sole proprietorship  
c) partnership
- b) joint stock company  
d) cooperative society
69. A relic of barbaric age' is said to a:  
a) partnership  
c) company
- b) sole proprietorship  
d) none of these
70. Uninterrupted and less expensive management is a feature of a :  
a) partnership  
c) sole proprietorship
- b) government company  
d) none of these
71. All risks are borne by one person under:  
a) partnership  
c) company
- b) sole proprietorship  
d) none of these
72. Sole proprietorship is suitable in case of a:  
a) large scale management
- b) small business operations









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- c) limited to capital invested                      d) all of these
96. A partnership form for specific purpose is called as:  
a) partnership at will                      b) specific partnership  
c) ordinary partnership                      d) voluntary partnership
97. Partnership firm is illegal when it has:  
a) 7 partners                      b) 10 partners  
c) formed forever                      d) alien as a partner
98. An unregistered association of persons is called:  
a) private company                      b) illegal association  
c) public company                      d) partnership
99. Do smart partner is made by:  
a) who actively participate                      b) nominal partner without disclosure  
c) public company                      d) all of these
100. A partner in profits of a firm is called as:  
a) real partner                      b) nominal partner  
c) minor partner                      d) smart partner.



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## UNIT – 2

1. Which of the following is not required to get registered?
  - a. Company
  - b. Co – operation enterprise
  - c. Co – operative society
  - d. Hindu undivided family
  
2. The co -operative society act was passed in India in the year
  - a. 1904
  - b. 1912
  - c. 1919
  - d. 1949
  
3. 'One man one vote' principle was recommended by \_\_\_\_ Committee
  - a. Gorwala
  - b. Minto Morley
  - c. Mac Lagan
  - d. Montage Chelmsford
  
4. The president of co – operative society is
  - a. Owner
  - b. Employees
  - c. Officer
  - d. Advisor
  
5. Organisation with main object of service are called
  - a. Govt. Undertaking
  - b. Co – operative employees
  - c. Co – operative organisation
  - d. Partnership
  
6. Which of the following organisational structure is followed by co – operative in India
  - a. Unitary structure
  - b. Federal structure
  - c. Centralised structure
  - d. Decentralised structure
  
7. The rules and regulation of a co – operative society is formed in its
  - a. Co – operative Act
  - b. General body
  - c. Bylaws
  - d. Co – operative rules
  
8. Profit earned by a co – operative society can be distributed as a bonus



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- a. Less than 10%
  - b. Upto 10%
  - c. More than 10%
  - d. Whole
9. Co – operative Society is registered under
- a. Co – operative Societies Act, 1912
  - b. State Co – operative Law
  - c. Both A & B
  - d. None of the above
10. In a co – operative society, the principle followed is
- a. One man one vote
  - b. No vote
  - c. Multiple vote
  - d. One share one vote
11. Fundamental principle of a co -operative society is
- a. Services before self
  - b. Profit motive
  - c. Self before services
  - d. None of these
12. The rules and regulation of a co – operative society is formed in it's
- a. Bylaws
  - b. Co – operative Act
  - c. General body
  - d. Co – operative rules
13. The binding up of co – operative society means
- a. Liquidation
  - b. Registration
  - c. Amalgamation
  - d. Reconstruction
14. In \_\_\_\_\_ each work for all and all for each
- a. Socialism
  - b. Co – operative
  - c. Capitalism
  - d. Trade union
15. Which of the business organisation emerged after social and economic disequilibrium
- a. Govt. undertaking
  - b. Partnership
  - c. Co – operatives
  - d. Sole proprietorship



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16. Similarity between a co – operative society and a company is
  - a. Liability of members
  - b. Minimum no. of members
  - c. Maximum no. of members
  - d. None of the above
  
17. Voting rights in a co – operatives is determined according to
  - a. No. of share held
  - b. One man one vote
  - c. Capital invested
  - d. None of the above
  
18. 'one for all and all for one' is the motto of
  - a. Govt. organisation
  - b. Partnership
  - c. Political organisation
  - d. Co – operative organisation
  
19. \_\_\_\_ Has been compared to a state within a state
  - a. State
  - b. capitalism
  - c. socialism
  - co – operation
  
20. Co – operative societies are established with a
  - a. Profit motive
  - b. Service motive
  - c. Both A & B
  - d. None of the above
  
21. The member of a co – operative society have \_\_\_\_ liability
  - a. Limited
  - b. Unlimited
  - c. Joint
  - d. Joint and social
  
22. Minimum no. of member in operative society is
  - a. 7
  - b. 2
  - c. 4
  - d. 10
  
23. Minimum no. of member required to form a private company is
  - a. 2
  - b. 7
  - c. 10



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d. 50

24. A proposed name of company is considered undesirable if
- It is identical with the name of an existing company
  - It resembles closely with the name of an existing company
  - It is an emblem of govt. of India, United Nations etc.
  - In case of any of the above
25. \_\_\_\_ companies must have their own articles
- Govt. companies
  - Registered companies
  - Unlimited companies
  - Companies limited by share
26. The companies which are formed under special grants by the king or queen of England
- Statutory companies
  - Registered companies
  - Chartered companies
  - None of the above
27. When at least 51% shares are in the hands of govt. it is called
- Govt. company
  - Public company
  - Public corporation
  - Departmental organisation
28. Which of the following is an example of a company incorporated by a special act of parliament
- Life insurance corp. of India
  - Tata iron & Steel Limited
  - Delhi cloth mills LTD.
29. The companies which are formed under special act those companies are called as
- Chartered company
  - Statutory company
  - Registered company
  - None of the above
30. The first directors of a company are appointed by
- Promoters
  - Registrar of companies
  - Shareholders
  - None of the above
31. According to its Companies Act a private company must have at least



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- a. 7
  - b. 3
  - c. 2
  - d. None of the above
32. Reserve bank of India is
- a. Statutory corporation
  - b. A limited company limited by guarantee
  - c. A limited company limited by shares
  - d. An unlimited company
33. The term company is defined under act
- a. Sec 3(10)
  - b. Sec 4(2)
  - c. Sec 2(20)
  - d. Sec 1(3)
34. Which company shares are easily transferable
- a. Private company
  - b. Public company
  - c. Both A & B
  - d. None of the above
35. The most important document of a company is its
- a. Prospectus
  - b. Annual report
  - c. Memorandum of associated
  - d. Article of association
36. Which are is incorrect in case of public limited company
- a. Artificial person
  - b. Non – transferability of shares
  - c. Perpetual succession
  - d. Separate entity
37. A holding co. must have a minimum holding in a subsidiary company
- A. 50%
  - B. 51%
  - C. 26%
  - D. 100%
38. Maximum no. of members of a private limited company is
- A. Unlimited
  - B. 20
  - C. 50
  - D. 200 excluding present and past employees



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39. Minimum no. of directors in a public LTD. Company is
- A. 2
  - B. 3
  - C. 7
  - D. 10
40. The rules and regulations for the internal management of a company are contained in its
- A. Prospectus
  - B. Annual report
  - C. Memorandum of association
  - D. Articles of association
41. Minimum no. of person in a public company
- A. 5
  - B. 7
  - C. 12
  - D. 21
42. Application of approval of name of a company is to be made to
- A. SEBI
  - B. Registrar of companies
  - C. Govt. of India
  - D. Govt. of the state in which company is to be registered
43. A company is named as govt. company if it holds \_\_\_% paid up capital
- A. 30%
  - B. 42%
  - C. 51%
  - D. None of the above
44. A company may be change its name by passing a
- A. A special resolution
  - B. An Ordinary resolution
  - C. None of the above
45. Which of these are characteristics of public enterprise?
- a. State ownership
  - b. State control
  - c.no state participation
  - d. both A & B
46. What are the objectives of public enterprise?
- a. To promote rapid economics development by filling critical gaps in the industrial structure
  - b. To provide a fair return to investor
  - c. Sale and purchase of goods and services
  - d. none of the above





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47. Which are the most preferred forms of organization in India are?
  - a. Departmental organization
  - b. Government company
  - c. Private sector
  - d. both A & B
  
48. Public enterprise keeps the public utility concerns like gas, electricity , transport water supply , etc., out of the clutches of private sector.
  - a. it is good for enterprises
  - b. it is bad for enterprises
  - c. it doesn't change anything
  - d. Both B & C
  
49. which of the following is public sector undertaking in India
  - a. Oil and natural gas corporation (ONGC)
  - b. Tata Consultancy Services (TCS)
  - c. Wipro Limited
  - d. Hindustan Lever Limited
  
50. In which year New Industrial policy was launched
  - a.1999
  - b.1992
  - c.1991
  - d.1990
  
51. 'Risky undertaking and ventures having low – profit margin are avoided' which sector contain this feature?
  - a. public sector
  - b. private sector
  - c. Both A & B
  - d. None of the above
  
52. Objective of public enterprise is
  - a. Earning profit
  - b. Social service
  - c. To serve the society
  - d. Mobilising resources to Govt.
  
53. In a Govt. Company minimum govt. holding must be
  - a. 10%
  - b. 25%
  - c. 51%
  - d. 75%



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54. Enterprises owned/controlled and managed by Govt. are called:
  - a. Company
  - b. Partnership
  - c. Sole proprietor
  - d. Public enterprises
  
55. Bureaucracy and red – tapism is found in
  - a. Private undertaking
  - b. Public enterprises
  - c. Partnership
  - d. Co – operative
  
56. Oldest form of public enterprise is
  - a. Departmental organization
  - b. Govt. Company
  - c. public corporation
  - d. Board
  
57. Which is the departmental undertaking
  - a. Indian Railway
  - b. Indian post
  - c. Both A & B
  - d. None of the above
  
58. which of the following is incorporated under special Act of Parliament
  - a. Department
  - b. Govt. Company
  - c. Public Corporation
  - d. Joint stock company
  
59. RBI is an organization under the category of
  - a. Department
  - b. Govt. Company
  - c. Public Corporation
  - d. Joint stock company
  
60. Govt. Company is incorporated under
  - a. Presidential order
  - b. Special Act of Parliament
  - c. The companies Act
  - D. Department of ministry
  
61. Industrial finance corporation of India was established in
  - a. 1948



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- b. 1956
  - c. 1964
  - d. 1947
62. Public enterprises are owned by:
- a. Government
  - b. Joint Stock Company
  - c. Private entrepreneur's
  - d. Multinational corporation
63. Which of the following is not a form of organisation of public sector enterprises?
- a. Departmental undertaking
  - b. Government Company
  - c. Statutory corporation
  - d. Sole proprietorship
64. A government company is a company in which the paid up capital held by the government is not less than
- a. 50 per cent
  - b. 51 per cent
  - c. 75 per cent
  - d. 26 per cent
65. The interference of the government in the day-to-day working is the highest in case of:
- a. Departmental undertaking
  - b. Government Company
  - c. Statutory corporation
  - d. None of the above
66. Which of the following is not a feature of global enterprise?
- a. Its operations are spread out in several countries.
  - b. It attempts to maximise profits world-over
  - c. it is of huge size and has control over large assets.
  - d. It operates on a small scale.
66. **Which is not an Indian Multinational Company?**
- a. Unilever
  - b. Asian Paints
  - c. Piramal
  - d. Wipro
67. MNCs have a world management based on
- a. Subsidies
  - b. Trade



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- c. Production
  - d. Industry
68. A national company becomes a MNC when it
- a. makes a foreign direct investment
  - b. import a foreign product
  - c. export a foreign product
  - d. none of the above
69. A multinational is a firm that control and manage production facility in
- a. both developing and developed countries
  - b. at least in two country
  - c. at least one developing and one developed country
  - d. both A & C
70. Although MNCs have a reach global, their activities are overwhelming concentrate in the advanced industrialized country
- a. Correct
  - b. partly correct
  - c. wrong
  - d. none of the above
71. locational incentives are packages host country are offer to MNCs that
- a. Provide subsidized loans for that investment
  - b. increase cost for investment
  - c. decreased cost for investment
  - d. none of the above
72. A multinational corporation (MNC) is a corporation that manages production establishment or services in at least how many country
- a. 3 country
  - b. 2 country
  - c. 4 country
  - d. 5 country
73. Headquater of MNCs located in
- a. Home country
  - b. host country
  - c. both A & B
  - d. none of the above
74. which of the following is a characteristics of MNC
- a. Centralised control
  - b. service motto
  - c. Both A & B
  - d. None of the above



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75. Growth of domestic firm for MNCs
  - a. benefit for MNC
  - b. disadvantage for MNC
  - c. Both A & B
  - d. None of the above
  
76. which of following is criticism for MNCs
  - a. Alien culture
  - b. creation of monopoly
  - c. both A & B
  - d. None of the above
  
77. Which statements are benefits for MNCs
  - a. The home country can obtain raw material and labour at comparatively lower cost
  - b. It can earn huge revenue by way of dividends, royalty , licensing , fees , etc.
  - c. Both A & B
  - d. None of the above
  
78. Who control entry of MNC in India?
  - a. Reserve bank of India
  - b. Ministry of company Affairs and Ministry of Finance
  - c. Both A & B
  - D. None of the above
  
79. Which of the following is Foreign Transnational Corporations in India
  - a. Sony India
  - b. Rajesh Export
  - c. Coca – cola India
  - d. Both A & C
  
80. Not a feature of MNC
  - a. Operational in multi countries
  - b. R & D in host countries
  - c. Multinational management
  - d. Having sole ownership
  
81. which is not MNC
  - a. Colgate Palmolive
  - b. Samsung
  - c. Micromax
  - d. Glaxo smith
  
82. Compliance from MNCs of
  - a. Code of conduct of host country
  - b. Operational control in host country



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- c. No internal politics interference
  - d. Above all
83. Cause of criticism of MNCs
- a. Threat to sovereignty of host country
  - b. Creation of monopoly
  - c. Depletion of natural resources
  - d. Above all
84. From which combination of word 'Multinational' is prepared
- a. multi + national
  - b. multi + corporation
  - c. national + business
  - d. None of the above



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## UNIT – 3

- 1) What's another phrase for Horizontal Communication?
  - a) Interpersonal communication
  - b) Downstream communication
  - c) Sideways communication
  - d) None of the above
  
- 2) Transfer of information between people who are neither in the same department nor on the same level of the Organisational hierarchy is called-
  - a) Multi-Directional communication
  - b) Diagonal Communication
  - c) Upward Communication
  - d) Downward Communication
  
- 3) What are the types of Communication?
  - a) Verbal Communication
  - b) Non-Verbal Communication
  - c) Both (a)and(b)
  - d) Only(a)
  
- 4) Oral Communication may take place in-
  - a) Face to Face communication
  - b) Mechanical Devices Communication
  - c) Only(b)
  - d) Both(a)and(b)
  
- 5) What are the Kinds of Face to Face Communication?
  - a) Interviews
  - b) Voice Mail
  - c) Pager
  - d) None of the above
  
- 6) What are the main devices used for Mechanical Devices communication:
  - a) Public address system
  - b) Private Branch Exchange
  - c) Only(a)
  - d) Both(a)and(b)
  
- 7) Which one of the following is not an advantage of Oral Communication?
  - a)Quick and simple
  - b)Lack of Responsibility
  - c)Economical
  - d)Confidentiality
  
- 8) Which one of the following is disadvantage of Oral Communication?



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- a) Flexibility
  - b) Lack of responsibility
  - c) Easy Understanding
  - d) Group Communication
- 9) Which is one of the best and reliable way of communication?
- a) Oral communication
  - b) written communication
  - c) External communication
  - d) Verbal communication
- 10) Media of Written Communication:
- a) Conferences
  - b) Annual Reports
  - c) Audio-Visual aids
  - d) None of the above
- 11) Which among the Following is an example of Group Media?
- a) Mail
  - b) Tape Recorder
  - c) Fax
  - d) Radio
- 12) Communication which takes place among the people of equal status-
- a) Upward Communication
  - b) Diagonal communication
  - c) Horizontal communication
  - d) Downstream communication
- 13) In term SWOT, T stands for:
- a) Time
  - b) Truth
  - c) Threat
  - d) Technique
- 14) Which one of the formula can be used to measure SWOT analysis?
- a)  $SA=O/S-W$
  - B)  $SA=T/W-S$
  - C)  $SA=S/T-W$
  - D) None of the above
- 15) Process of analysing SWOT begins from-
- a) Listing Weakness
  - b) Discuss Strength
  - c) Overcome Threats
  - d) Listing Opportunities





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- 16) Which of the Following SWOT elements are internal factors for a business?
  - a) Strength and Weakness
  - b) Opportunities and Threats
  - c) Strengths and Opportunities
  - d) Weakness and Threats
  
- 17) Which of the following is false regarding why a SWOT analysis is used?
  - a) To build on the strengths of a business
  - b) To minimize the Weakness of a Business
  - c) To reduce opportunities available to a business
  - d) To counteract threats to a business
  
- 18) How often should a SWOT analysis be performed?
  - a) Only when specific issues need to be addressed
  - b) At least once per year
  - c) Only when the business starts
  - d) Every 3-5 years
  
- 19) Which of the following could be a strength?
  - a) Weather
  - b) A new international market
  - c) A price that is too high
  - d) The location of a business
  
- 20) Which of the following could be a Weakness?
  - a) A developing market such as the internet
  - b) Competitors with access to better channels of distribution
  - c) Poor quality of good and services
  - d) Special marketing expertise
  
- 21) Which of the following could be an opportunity?
  - a) Having quality processes and procedures
  - b) Moving into new market segment that offer improved profits
  - c) Damaged reputation
  - d) A new competitor in your home market
  
- 22) Which of the Following could be a threat?
  - a) Changes in technology
  - b) A market vacated by an ineffective competitor
  - c) Location of your business
  - d) Lack of marketing expertise
  
- 23) Which of the following is true about preparing a SWOT analysis?
  - a) It should focus on where the organization is today, not where it could be in the Future.
  - b) A SWOT Analysis is objective



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- c) It should be specific and avoid grey areas
  - d) It should analyze the organization only and ignore the performance of competitors
- 24) Who usually conducts a SWOT Analysis for a business?
- a) Financial institutions/Banks
  - b) Lawyers
  - c) Employees
  - d) Managers
- 25) Which of the Following elements are External factors for a business?
- a) Strength and threat
  - b) Opportunities and threats
  - c) Opportunities and Strength
  - d) Weaknesses and Threats
26. Communication involve -
- (a) Written message
  - (b) Oral message
  - (c) Everything which conveys message
  - (d) None of the above
27. Cyril L. Hudson defined communication as-
- (a) The act of making one's ideas and opinion known to others
  - (b) Communication is an exchange of facts, Ideas, opinion or emotions by two or more person
  - (c) Communication in its simplest form is conveying of information from one person to another
  - (d) None of the above
28. Which of the following is the scope of communication -
- (a) Communication is social necessity
  - (b) Communication in early life
  - (c) Communication in professional life
  - (d) All of the above
29. Communication is a -
- (a) One way process
  - (b) Two way process
  - (c) Discontinuous process
  - (d) None of the above
30. Which of the following is not the function of communication -
- (a) Information function
  - (b) Integrative function
  - (c) Procedural function
  - (d) Command and instructive function
31. Which of the following is the characteristic of communication -
- (a) Existence of message



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- (b) Continuous process
  - (c) It can be horizontal vertical or diagonal
  - (d) All of the above
32. Which of the following is not formal communication -
- (a) Conference
  - (b) Personal phone conversation between friends
  - (c) Departmental staff meeting
  - (d) News Bulletin
33. Which of the following is not the form of upward communication -
- (a) Complaint
  - (b) Circular
  - (c) Union publication
  - (d) Grapevine
34. Communication which takes place at same level of person is known as -
- (a) Vertical Communication
  - (b) Diagonal Communication
  - (c) Horizontal Communication
  - (d) Upward Communication
35. Communication helps in management by -
- (a) Improving decision-making
  - (b) Improving public relation
  - (c) Providing job satisfaction
  - (d) All of the above
36. The most important goal of business communication is -
- (a) Favourable relationship between sender and receiver
  - (b) Organisational Goodwill
  - (c) Receivers response
  - (d) Receivers understanding
37. Downward Communication flows from \_\_\_\_\_ to \_\_\_\_\_ -
- (a) Upper to lower
  - (b) Lower to upper
  - (c) Horizontal
  - (d) Diagonal
38. The word communication is derived from communis (latin) which means
- (a) Common
  - (b) Community
  - (c) Message publications
  - (d) Oral speech
39. The person who initiates the message is known as -
- (a) Sender
  - (b) Receiver



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- (c) Communicatee  
(d) None of them
40. Anything which interfere with the communication is known as -  
(a) Message  
(b) Noise  
(c) Feedback  
(d) All of the above
41. Which of the following may lead to ineffective communication -  
(a) Alert listening  
(b) Prompt response  
(c) Proper note-taking  
(d) Inattentiveness
42. Communication is a part of -  
(a) Soft skill  
(b) Hard skill  
(c) Both a and b  
(d) None of the above
43. \_\_\_\_\_ means to impart understanding of the Message-  
(a) Encoding  
(b) Decoding  
(c) Receiver  
(d) Feedback
44. Flow of information between a production manager and a deputy marketing manager is-  
(a) Diagonal communication  
(b) Horizontal communication  
(c) Vertical communication  
(d) None of the above
45. Process of communication does not involve -  
(a) Encoding  
(b) Message  
(c) Feedback  
(d) None of the above
46. Qualities of good communication involve is -  
(a) Speed  
(b) Accuracy  
(c) Impression  
(d) All of the above
47. Feedback can be effective by -  
(a) Alert listening  
(b) Prompt response  
(c) Both A and B



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- (d) None of the above
48. Types of communication are on the basis of -  
(a) Nature  
(b) Direction  
(c) Expression  
(d) All of the above
49. Which of the following is not on the basis of direction -  
(a) Written  
(b) Horizontal  
(c) Diagonal  
(d) Multidirectional
50. Information racks is the example of -  
(a) Downward communication  
(b) Upward communication  
(c) Vertical communication  
(d) None of the above
51. Limitations of downward communication is -  
(a) Understanding  
(b) Functioning  
(c) Filtering  
(d) None of the above
52. Upward communication is needed -  
(a) To create receptiveness  
(b) To create feeling of belonging  
(c) To evaluate communication  
(d) All of the above
53. Ombudsperson is a example of -  
(a) Upward communication  
(b) Downward communication  
(c) Diagonal communication  
(d) Vertical communication
54. Response of receiver on message is known as -  
(a) Encoding  
(b) Decoding  
(c) Feedback  
(d) None of the above
55. Communication is -  
(a) Art  
(b) Science  
(c) Both A and B  
(d) None of these



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56. Which term is referred for person who receive the message -
- (a) Communicatee
  - (b) Communicator
  - (c) Sender
  - (d) None of them

## UNIT – 4

1. The universal kind of communication that we use all the time
  - a. para language
  - b. body language
  - c. sign language
  - d. audio – visual language
2. body language is also known as
  - a. sign language
  - b. para language
  - c. silent language
  - d. like language
3. which of this is not an element of non - verbal communication
  - a. personal appearance
  - b. para language
  - c. like language
  - d. body language
4. para language means
  - a. silent language
  - b. para language
  - c. like language
  - d. body language
5. which of this is main element of non – verbal communication
  - a. volume of speaker
  - b. name of speaker
  - c. name of listener
  - d. name of person
6. personal appearance is an element of non – verbal communication
  - a. true
  - b. false
7. in which channel of communication secrecy is cannot maintain
  - a. informal communication
  - b. grapevine



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- c. gossip chain
  - d. formal communication
8. grapevine is
- a. normal
  - b. harmful
  - c. beneficiary
  - d. indispensable
9. which one is non – verbal communication
- a. body language
  - b. para language
  - c. sign language
  - d. All of these
10. Pitch, rhythm volume of the eg. Of
- a. body language
  - b. para language
  - c. sign language
  - d. audio language
11. the quality of voice is known as?
- a. Tone
  - b. Speed
  - c. Pitch
  - d. words
12. the message which is conveyed through sound and visual sign is known as
- a. audio , visual communication
  - b. sign language
  - c. para language
  - d. body language
13. which of these are the external sound present in the channel of communication
- a. noise
  - b. semantic problem
  - c. over communication
  - d. cultural communication
14. Both encoding and decoding of message are influenced of our emotions
- a. True
  - b. False
15. In how many direction does a communication flow in an organizational setup
- a. 1
  - b. 3
  - c. 7
  - d. 5



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16. Informal communication is also known as grapevine
  - a. True
  - b. False
  
17. Facial expression posture and eye contact are all skills in
  - a. Para language
  - b. Audio language
  - c. Sign language
  - d. Body language
  
18. One of the best way to show customer you are listening is
  - A. Appropriate amount of eye contact
  - B. Talking to the another person
  - C. Asking these to repeal once again
  
19. Pictures, slides , films falls under which category
  - a. Body language
  - b. Para language
  - c. Audio – visual communication
  - d. Sign language
  
20. Non – verbal communication includes
  - A. Sign
  - B. Signal
  - C. Indication
  - D. All these
  
21. Red colour indicates
  - a. Excitedness
  - b. Coolness
  - c. Cheers
  - d. All these
  
22. Main form of communication channel are
  - a. 2
  - b. 5
  - c. 10
  - d. 15
  
23. \_\_\_ is the high or low note of scale
  - a. Speed
  - b. Pitch
  - c. Words
  - d. None





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24. \_\_\_ are problems arising from expression
  - a. Physical barrier
  - b. Organizational barrier
  - c. Semantic barrier
  - d. Personal barrier
  
25. Which of the following is an option to overcome communication barriers
  - a. Using pictures
  - b. Practicing communication skill
  - c. Setting communication goal
  - d. All of these
  
26. In circular communication the encoder becomes a decoder where there is
  - a. Noise
  - b. Audience
  - c. Feedback
  - d. Criticality
  
27. Classroom communication can be described as
  - a. Discourse
  - b. Exploration
  - c. Institutionalization
  - d. Unsignified
  
28. What is technical jargon means under semantic barrier
  - a. Faulty transaction
  - b. Body gesture
  - c. Lame people
  - d. Technical words not understand
  
29. When speaking on the phone, what type of communication is being used
  - a. Face to face
  - b. Non – verbal comm.
  - c. Verbal comm
  - d. Para language
  
30. What is not a physical barrier
  - a. Variety of meaning
  - b. Noise
  - c. Improper time
  - d. Gesture
  
31. Altitude, action and appearance in the contact of communication are consider as
  - a. Verbal communication
  - b. Para language



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- c. Non – verbal comm.
  - d. Body lang.
32. A person who notices and decodes and attaches some meaning to a message
- a. Receiver
  - b. Driver
  - c. Sender
  - d. Cleaner
33. The response to a sender message is called
- a. Mail
  - b. Telephone
  - c. Feedback
  - d. Message
34. The message may be misinterpreted because of
- a. Barriers
  - b. Distortion
  - c. Distraction
  - d. Noise
35. \_\_\_ refer to all these factors that disrupt the communication
- a. Word
  - b. Volume
  - c. Noise
  - d. Tone
36. In which communication expression are not encoded in words
- a. Non – verbal
  - b. Verbal comm
  - c. Written
  - d. Verbal & written
37. Which is not are organizational barrier
- a. Status difference
  - b. Overloaded information
  - c. Organizational policy
  - d. Wrong channel
38. Which of these must be avoided for effective communication
- a. Ambiguity
  - b. Sharing of activity
  - c. Politeness
  - d. Listening
39. On the basis of mutual participation communication is of how many types?
- a. Two



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- b. Three
  - c. Four
  - d. Five
40. Which of there is a type of informed communication.
- a. Order
  - b. Report
  - c. Instruction
  - d. Grapevine
41. Rumors spreading in any organization follow the grapevine
- a. True
  - b. False
42. Which of these is not a type of grapevine
- a. Gossip
  - b. Rope
  - c. Probability
  - d. Cluster
43. Which of there involves the passing of info. Through a long line of people
- a. Cluster
  - b. Gossip
  - c. Single strand
  - d. Probability
44. The grapevine provide feedback to the management
- a. True
  - b. False
45. Which of these is not limitation of grapevine
- a. Slow process
  - b. Incomplete info.
  - c. Distortion
  - d. Damaging swiftness
46. Which of there should be avoided for effective listening
- a. Patience
  - b. Politeness
  - c. Attentiveness
  - d. Talking
47. Public speaking is addressing a gathering
- a. True



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- b. False
48. Which of there is not a type of public speech
- Short speech
  - Informal speech
  - Writing speech
  - Professional speech
49. Which of these should be avoided in the message of speech
- Clarity
  - Voice modulation
  - Confusion
  - Politeness
50. Speaking is a combination of verbal and non – verbal communication
- True
  - False
51. Body language can make or break a speech
- True
  - False
52. Which of these factor is not involved in the determination of correct force
- Pitch
  - Quality
  - Strength
  - Dressing style
53. Formal speaking has casual approach to something
- True
  - False
54. Which of these should be avoided in pre – listening analysis
- Prejudices
  - Patience
  - Mental discipline
  - Concentration
56. which is the main barrier to listening
- physical barrier
  - organization barrier
  - semantic barrier
  - cultural barrier
57. which of there must be avoided in business letter
- Polite word
  - Abbreviation



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- c. Clear detail
  - d. formal words
58. The mode of payment must be stated in business letters
- a. true
  - b. false
59. which of these must be not mentioned in business letter
- a. name of firm
  - b. detail of product
  - c. mode of payment
  - d. with regard
60. where should the name of the firm be mentioned
- a. right of the page
  - b. on the last page
  - c. above the address of written
  - d. below the address of written
61. A letter of application should have the same form as a business letter
- a. true
  - b. false
62. which of these are the most common type of business letters
- A. letter of application
  - b. letter of order
  - c. letter of enquiry
  - d. letter of adjustment
63. part of business letter are
- a. 13
  - b. 15
  - c. 20
  - d. 18
64. business letter is a part of business communication
- a. partial
  - b. important
  - c. general
  - d. obsolete
65. bad debts recovery letter should be
- a. tactful
  - b. very strict
  - c. important
  - d. very simple
66. which is not essentials of effective business letter



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- a. directness & brevity
  - b. completeness
  - c. sincerity
  - d. records
67. which one of there is written communication
- a. social activity
  - b. interviewers
  - c. report
  - d. gossip
68. pictures, symbol, graphs, diagrams, may also be used in written communication
- a. true
  - b. false
69. letter's have maintained their importance till date as they were centuries ago
- a. true
  - b. false
70. letter of enquiry is written for
- a. purchase of goods
  - b. for necessary info.
  - c. both
  - d. none of the above
71. What is object of quotation letter
- a. response of enquiry letter
  - b. supply of order
  - c. order
  - d. sales promotion
72. What word used for special sale offers
- a. firms offer
  - b. order letter
  - c. supply letter
  - d. enquiry letter
73. What are reasons written complaint letter
- a. inferior goods
  - b. not according sample
  - c. wrong quantity
  - d. all of these
74. duning letter is
- a. complaint letter
  - b. circular
  - c. realisation letter



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- d. supply letter
75. dunning letter is not written on
- post card
  - envelop
  - inland letter
  - none of above
76. which is mention on the dunning letter
- ordinary
  - government
  - private
  - none of the above
77. circular letter mean
- dunning letter
  - circular letter
  - government letter
  - reference letter
78. Generally circular better is written
- in large number
  - in small number
  - a and b both
  - to a person
79. dunning letter are written for realizing balance
- true
  - false
80. which of these are the most common type of business letter
- letter of application
  - letter of enquiry
  - letter of offer
  - letter of adjustment
81. Quotationare letter of enquiry
- true
  - false
82. Quotation is friend letter
- true
  - false
83. while placing an order the quantity of goods must be stated
- true



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- b. false
84. Where is the leave – taking mentioned in an order letter
- top left
  - top right
  - bottom
  - bottom left
85. if the letter of complaint is in order it must be arressed wheather substitute items can be supplied or not
- true
  - false
86. A paragraph gives expression to through in any writing
- true
  - false
87. body of letter is divided into \_\_\_\_ parts
- 3
  - 1
  - 2
  - 4
88. Good business letter characterized by the following personal quality of the writer
- seriousness
  - formality
  - sincerity
  - humour
89. The simplified style business letter has
- a subject line
  - acomplimentary close
  - a salutation
  - indentation
90. The simplified letter personal interest in created by using the words
- our coustmer
  - you
  - everybody
  - dear customer
91. what is full form of KISS
- keep it simple & short
  - Keep in simple & short
  - Keep it Short & Simple
  - None of these





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92. which one is element of business letter
  - a. heading
  - b. date
  - c. reference
  - d. all of these
  
93. Quotations is act as medium of advertisement
  - a. true
  - b. false
  
94. Where the complaint letter is drawn
  - a. wrong goods received
  - b. defect in goods
  - c. right quantity is not there
  - d. all of these
  
95. Which one is the precautions while writing dunning letter
  - a. inderectation
  - b. Heading
  - c. Proof of outstanding amt.
  - d. none of these
  
96. through which letter the information is to be given to a large no. of person
  - a. sales letter
  - b. dunning letter
  - c. none of these
  - d. circular letter
  
97. The purpose of every sales letter is to convert the reader in to customer
  - a. true
  - b. false
  
98. He would want to know buyer's reputation in business circle, the seller obtain info. From
  - a. friend
  - b. enquiry house
  - c. Bank
  - d. all of these
  
99. which is not called a circular issued in circumstances relating to
  - a. change of place
  - b. change in the order of goods
  - c. change of name
  - d. opening branch
  
100. The situation that need circular letter are
  - a. reduction in sales price
  - b. seasonal discount



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- c. introducing a new product
- d. all of these

## UNIT – 5

1. Revolutionary changes in the field of communication can be seen mainly due to
  - a. computer technical advantages
  - b. telecommunication skills
  - c. both a & b
  - d. none of these
2. With the advent of \_\_\_\_\_ and \_\_\_\_\_ communication has become an instantaneous process.
  - a. STD, ISD
  - b. computers & android phones
  - c. science & technology
  - d. none of these
3. The \_\_\_\_\_ machine is very useful in transmitting visual material such as diagrams, illustrations or copies of artful work.
  - a. computer
  - b. fax
  - c. both a & b
  - d. none of these
4. In the view of \_\_\_\_\_ e-commerce is defined as, “ the automation of the business process between the sellers & buyers.”
  - a. G.W. Gurstenburg
  - b. Alexander Fleming
  - c. IBM Corporation
  - d. Gartner Group
5. This is the reference image of which type of e-commerce?
  - a. B2B e-commerce
  - b. B2C e-commerce
  - c. G2B e-commerce
  - d. C2C e-commerce
6. The remarkable achievements in the field of communication technology constitute an inevitable component of \_\_\_\_\_ & \_\_\_\_\_ communication media network.
  - a. speed, accuracy
  - b. quality, quantity
  - c. purchase, sale
  - d. oral, written
7. The EFT is an acronym for-
  - a. Electronic Fund Transfers
  - b. Enrol Future Transfers
  - c. Electronic Factor Transfers
  - d. Electronic Funds Treasury
8. This is a reference image of-
  - a. Chain communication network
  - b. Free-flow communication network
  - c. Y-communication network
  - d. none of these
9. According to \_\_\_\_\_, “in every organization , where groups are formed in order to transacts some formally designed matters, certain types of communication patterns can be established formally . Formal patterns can be ignored where a group is headed by a chairman .”
  - a. Bernard
  - b. F.E. Kast
  - c. G.W. Gurstenburg
  - d. Alfred Marshall



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10. \_\_\_\_\_ is a progeny of computer technology
  - a. Postcards
  - b. Video
  - c. Facsimile
  - d. E-Mails
11. Conventional mail is free of cost
  - a. True
  - b. false
12. The step which is not involved in faxing a document –
  - a. Message is written, typed or printed and inserted in the fax machine.
  - b. Machine searches the recipients fax which accepts the messages sent to him
  - c. one should connect to a computer network
  - d. None of these
13. The letters EBBS is the acronym for –
  - a. Economic Banking Business
  - b. Electronic Business boards
  - c. Electronic Bulletin Boards
  - d. None of these
14. This term of e-commerce has developed from the transactions such as on-line auction of the goods-
  - a. C2B e-commerce
  - b. B2C e-commerce
  - c. both a & b
  - d. none of these
15. \_\_\_\_\_ is merely a typing machine and it is not possible to send some charts or graphs.
  - a. Typewriter
  - b. Telex
  - c. Computer keyboard
  - d. Fax machine
16. “\_\_\_\_\_ communication technologies have the potential to bye-pass several stages and sequences in the process of development encountered in earlier decades.”
  - a. Traditional
  - b. Modern
  - c. Both a & b
  - d. none of these
17. In wheel communication network , each member can communicate with-
  - a. One other person
  - b. Two other persons
  - c. Three other person
  - d. All other persons
18. Business survey report must bear the signature of-
  - a. selected customers
  - b. committee board
  - c. both a & b
  - d. member of the survey committee
19. E-commerce facilitates-
  - a. creation of new markets
  - b. authentication
  - c. both a & b
  - d. none of these
20. It is necessary that the person who is framing the survey report-
  - a. must have well finance with subject report





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- c. Business-to-Corporations                      d. All of these
31. Once the fax is transmitted the user gets a confirmation report which can be used for future references by the user. This can be termed as-
- a. Quick means of sending message                      b. easy storage  
c. proof of transmission                                      d. safe mode of communication
32. It is a system which regulates & controls the flow of traffic between internet & firm's internal LAN's systems-
- a. hacking    b. firewalls  
c. net protector    d. antivirus
33. The main aim of inventing the internet facility was-
- a. sharing videos on the social media platforms  
b. conducting webinars  
c. transmission of defence data  
d. none of these
34. To receive an e-mail one should-
- a. connect to a computer network                      b. compose message  
c. both a & b    d. none of these
35. The advantages of fax are-
- a. easy to communicate                                      b. simple operation  
c. wastage of time & energy                                      d. both a & b
36. E-mail incurs a lot of time and energy.
- a. True    b. False
37. The features of e-commerce-
- a. It is about business not about technology  
b. It is expensive to implement  
c. Both a & b  
d. None of these
38. Baazee.com and Ebay.com are the popular websites of
- a. E-Marketing    b. E-Banking  
c. E-Auctioning    d. E-Trading
39. To send an e-mail one should-
- a. Type in the address bar where e-mail is to be sent  
b. Select another message to read  
c. Both a & b  
d. None of these
40. Apart from being time saving, \_\_\_\_\_ is a more convenient and unobtrusive method of sending a message.



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- a. Letters  
b. E-mails  
c. Videos/Audios  
d. All of the above
41. To write an effective e-mail message one should-  
a. Avoid using long messages  
b. Should be too much casual  
c. Should not be polite  
d. Both b & c
42. The limitations of e-mail include –  
a. Lack of expressions  
b. computer hardware requirements  
c. both a & b  
d. none of these
43. The drafting of a report does not include-  
a. collection & analysis of data  
b. writing of report  
c. determination of readers  
d. none of these
44. Studies in communication network show the-  
a. condition of business  
b. condition of supervisor  
c. network effectiveness in  
d. personal satisfaction
45. How much cost is charged for sending & receiving e-mail when the message travels across the world?  
a. lakhs  
b. thousands  
c. hundreds  
d. no cost
46. What type of document can easily be send by fax machine?  
a. certificates  
b. degree  
c. testimonials  
d. all of these
47. In order to ensure the security & safety, the point(s) that should not be kept in mind-  
a. integrity  
b. no denials  
c. both a & b  
d. none of these
48. The examples of Internet Service Providers is/are-  
a. VSNL  
b. Myntra  
c. Amazon  
d. all of these
49. The element(s) required to conduct the e-commerce is/are-  
a. a place to sell the product  
b. a way to accept the orders  
c. a way to accept returns  
d. all of the above
50. The first fax machine was known by the name-  
a. telegram  
b. telegraph  
c. facsimile  
d. petligraph
51. Internet was started in the year \_\_\_\_\_ by America-









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72. EDI is the acronym for-
- a. Electronic Data Interchange
  - b. Electronic Detach Information
  - c. Electronic Date Information
  - d. Electronic Direct Interchange
73. At present, all the internet subscribers get the \_\_\_\_\_ facility free with their subscription of internet.
- a. skype
  - b. twitter
  - c. e-mail
  - d. fax
74. B2B stands for-
- a. Bank-to-Bank
  - b. Business-to-Business
  - c. Bihar-to-Banaras
  - d. none of these
75. Which is not the modern form of communication?
- a. letters
  - b. internet
  - c. fax
  - d. video conferencing
76. Which is/are not the type(s) of group communication network?
- a. circle communication network
  - b. wheel communication network
  - c. free-flow or all channel communication
  - d. all of these
77. According to Bernard, which one is not a group communication network model?
- a. wheel communication network
  - b. free-flow communication network
  - c. chain communication network
  - d. fax
78. The benefits accruing from EDI implementation can be mentioned as-
- a. order from the customer can be analyzed without delay
  - b. order can be raised to reflect both demand & stock
  - c. both a & b
  - d. none of these
79. The aim of video conferencing is to priority-
- a. both sound & picture to the geographically dispersal
  - b. the good innovative things
  - c. the good status in society
  - d. none of these
80. The use of computer in transmission of information has increase the pace of –
- a. banking system
  - b. online shopping
  - c. business & globalization
  - d. none of these



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81. "A report is a communication from someone who has information , to someone who wants to use that information ". This is propounded by-
- a. Terry
  - b. C.A. Brown
  - c. J. Harris
  - d. None of these
82. Communication is development of-
- a. Business
  - b. Industries
  - c. Both a & b
  - d. None of these
83. Preparation of first draft of report includes the stage(s)-
- a. Pre-writing stage
  - b. deciding structure of the report
  - c. Rewriting of a report
  - d. All of these
84. To design the structure of the report which of these points(s) is/are required?
- a. Heading
  - b. recommendations
  - c. signatures
  - d. all of these
85. Importance of report includes-
- a. useful in big organisations
  - b. control devices
  - c. both a & b
  - d. none of these
86. Which work can be easily avoided by the use of computer system?
- a. reduces clerical work
  - b. viruses
  - c. integrity
  - d. all of these
87. Report can be written with-
- a. typewriter
  - b. handwritten
  - c. both a & b
  - d. none of these
88. The pre-writing stage under report writing include the following point -
- a. heading
  - b. address
  - c. analysis of data
  - d. writing of report
89. After \_\_\_\_\_ the report, it is presented to the authorized person.
- a. Pre-writing
  - b. Deciding the structure of the report
  - c. Drafting of report
  - d. Rewriting of reports
90. Which method requires certain level of technical knowledge?
- a. Fax
  - b. Video conferencing
  - c. Sending & receiving
  - d. All of these
91. A good business report must have
- a. Good writing
  - b. Intelligence
92. The Latin word 'reportare' means to-
- a. come back
  - b. carry back





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## Answer key

1. A,2. D,3. D,4. D,5. C,6. A,7. C,8. B,9. C,10. B,11. D,12. B,13. A,14. C,15.B,16. C,17. D,18. D,19. D,20. A,21. B,22. D,22. C,24. C,25. D

26. D,27. A,28. B,29. A,30. D,31. D,32. D,33. C,34. D,35. a,36. A,37. D,38. B,39. C,40. A,41. A,42. D,43. A,44. A,45. D,46. C,47. A,48. D,49. D

50.

D,51.D,52.D,53.D,54.D,55.C,56.D,57.D,58.D,59.A,60.D,61.A,62.C,63.B,64.D,65.A,66.A,67.B,68.A,69.B,70.C,71.B,72.B,73.A,74.B,75.A,76.B

77.D,78.C,79.A,80.D,81.C,82.C,83.A,84.A,85.B,86.D,87.B,88.C,89.A,90.B,91.A,92.B,93.B,94.D,95.C,96.B,97.D,98.D,99.C,100.C

## UNIT - 2

1.D,2.B,3.C,4.A,5.B,6.B,7.A,8.B,9.C,10.A,11.A,12.B,13.A,14.B,15.C,16.C,17.B,18.D,19.D,20.B,21.A,22.D,23.A,24.D,25.C,26.C,27.A,28.A,29.B,30.A

31.C,32.A,33.C,34.B,35.C,36.B,37.B,38.D,39.B,40.D,41.B,42.B,43.C,44.A,45.D,46.A,47.D,48.A,49.A,50.C,51.B,52.C,53.D,54.B,55.A,56.C,57.C,58.C

59.C,60.A,61.A,62.D,63.B,64.A,65.D,66.D,67.A,68.A,69.A,70.B,71.A,72.A,73.B,74.A,75.A,76.A,77.C,78.C,79.C,80.D,81.D,82.C,83.D,84.D,85.A

## UNIT - 3

1)C,2)B,3)C,4)D,5)A,6)D,7)B,8)B,9)B,10)B,11)B,12)C,13)C,14)A,15)B,16)A,17)C,18)B,19)D,20)C,21)B,22)A,23)C,24)D,25)B,26.C,27.C,28.D,29.B

30.C,31.D,32.B,33.B,34.C,35.D,36.D,37.A,38.A,39.A,40.B,41.D,42.A,43.B,44.A,45.D,46.A,47.C,48.D,49.A,50.A,51.C,52.D,53.A,54.C

## UNIT - 4

1.B,2.C,3.D,4.C,5.A,6.A,7.D,8.D,9.D,10.B,11.A,12.A,13.A,14.A,15.D,16.A,17.D,18.A,19.C,20.D,21.A,22.A,23.A,24.C,25.D,26.C,27.A,28.D,29.C

30.A,31.C,32.A,33.C,34.A,35.C,36.A,37.B,38.A,39.A,40.D,41.A,42.B,43.C,44.A,45.A,46.D,47.A,48.C,49.C,50.A,51.A,52.D,53.B,54.A,55.A,56.A

57.B,58.A,59.D,60.D,61.A,62.C,63.A,64.C,65.A,66.D,67.C,68.A,69.A,70.B,71.C,72.C,73.D,74.C,75.A,76.C,77.B,78.A,79.A,80.B,81.A,82.B,83.A

84.C,85.A,86.A,87.A,88.C,89.A,90.B,91.C,92.D,93.A,94.D,95.C,96.A,97.A,98.D,99.B,100.D

## UNIT - 5

1. c,2. a,3. b,4. c,5. a,6. d,7. a,8. b,9. a,10. d,11. b,12. c,13. c,14. a,15. b,16. b,17. a,18. d,19. a,20. c,21.a,22. b,23. c,24. a,25. a

26. a, 27. a,28. c,29. a,30. c,31. c,32. b,33. c,34. a,35. d,36.b,37. c,38. c,39. a,40. b,41. a,42. c,43. c,44. c,45. d,46. d,47. d,48. a

49. d,50. d,51. d,52. a,53. c,54. b,55. a, 56. a,57. b,58. d,59.d,60. a,61. c,62. b,63. d,64. c,65. c,66. c,67. c,68. c,69. b,70. c

71. a,72. a,73. c,74. b,75. a,76. d,77. d,78. c,79. a,80. c,81. b,82. c,83. d,84. d,85. c,86. a,87.c,88. c,89.d,90. c,91. c,92. b,



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93. c,94. a,95. c, 96. d, 97. a, 98. d,99. c,100. a

## UNIT 1

### SHORT ANSWER TYPE QUESTIONS

1. Explain the meaning of business?
2. Describe the function of business?
3. Explain the concept of business organisation?
4. Social obligation refers to the concern for the welfare of the society. Explain?
5. Write a note on case against social obligations?
6. Explain the elements of Business ethics?
7. What is the significance of business ethics?
8. Name any four factors affecting choice of business enterprise?
9. Name any four factors affecting the starting of a new business enterprise?
10. .what factors should a businessman keep in ind while selecting the form of business organisation?
11. Name five disadvantages of sole trading business?
12. Explian characteristic of sole trading?
13. Name the five points of social importance of sole trading?
14. Explain unlimited liability of sole trade?
15. Sole trade business is suitable for what type of business?
16. What is the difference between partnership and sole trading?
17. Is the partnership has a separate legal existene?
18. Write three characteristic of partnership?
19. The partnership is born by agreement/contract".Discuss this statement?
20. Every partner is the agent and principal of the firm.Explain?
21. Can a minor beome a partner in a firm?

### LONG ANSWER TYPE QUESTIONS

1. Explain the meaning of business organisation.Describe in detail the basic and main objectives of Business Organisation ?
2. Explain the characteristic of businessorganisation.Describe its components?
3. What is meant by Business?Describe the functions of Business?
4. Explain the meaning and importance of business oraganisation?
5. What are the concept of social obligation /responsibility of business?
6. Explain the social obligations of business towards investors,consumers,community and public in general.Explain?
7. What do you know about social responsibilities of business?what are the responsibilities of business towards different interest groups?
8. Define business ethics and explain its significance?
9. Describe in brief the various factors affecting choice of form of business organisation?
10. You are asked to start a new business.on which factors you would pay attention in its establishment?Explain with reasons?
11. Explain the different factors to be considered while establishing a business?
12. what do you mean by promotion?what points should be kept in mind while starting a new business?



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13. Which of the different forms of business organisation is the best in your opinion? Give any three reasons?
14. What do you mean by Business Enterprises? What are its types?
15. What do you understand by sole proprietorship? Describe its salient features?
16. What are the characteristics of sole trading? What is the future of sole trading in India?
17. The one-man control is the best in the world, if that one-man is big enough to manage everything. Explain.
18. How is it that single man business has not been entirely obsolete even under modern conditions of trade and industry? Discuss?
19. Define partnership and discuss its main characteristics?
20. Discuss the advantages and disadvantages of partnership?
21. Define partnership. Explain clearly the difference between sole trading and partnership?
22. Distinguish between a Joint Hindu family business and partnership?
23. Give the meaning, characteristics and merits and demerits of limited liability Partnership?

## Unit II

### SHORT QUESTION

1. What do you mean by co-operative organisation?
2. Explain any three characteristics of co-operative organisation?
3. Explain any four merits of co-operative organisation?
4. Explain any three demerits of cooperative organisation?
5. Mention any five differences between public company and private company?
6. Differentiate between company and partnership?
7. Explain the following terms in brief:
8. a) Perpetual Succession    b) Common seal    c) Artificial person.
9. What is government company? What is the utility of its scope?
10. What do you mean by one person company? What are its characteristics?
11. What is meant by public sector?
12. State the characteristics of Public enterprises?
13. Differentiate between Public sector and private sector?
14. What are the different kinds of organisations that come under the public sector?
15. What is meant by public or statutory corporation?
16. What is government company? What is the scope of its utility?
17. Explain any four merits of public corporation?
18. Mention four special features of public enterprises?
19. Write a brief note on concept of multinational companies?
20. Explain how multinational companies are beneficial for a country?

### Long Answer type Question

1. What do you understand by co-operative organisation? Discuss its advantages and disadvantages?
2. Define co-operative organisation. Explain its characteristics?
3. Discuss the characteristics, merits and limitations of co-operative form of organisation?
4. Explain any four characteristics of a private company?



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5. what is meant by a company? Discuss the characteristic of a company?
6. Company is an artificial person created by law. State this statement and describe the main characteristic of company.
7. Define a joint stock company. What are its characteristics?
8. Describe in brief the merits and demerits of a company?
9. What is meant by public sector? Explain its characteristic. Explain its aim also?
10. Define Public Enterprise. Discuss the role of public enterprise?
11. Describe the advantages and disadvantages of public enterprises?
12. Describe in brief the various forms of public enterprises?
13. What is meant by multinational company? DESCRIBE The characteristic of multinational company?
14. Multinational companies are a mixed blessing to the developing countries. Comment on this statement?
15. What motivates a host country to give entry to multinational companies?

## Unit III

### SHORT ANSWER TYPE QUESTION

1. Explain the importance of communication?
2. Explain the concept of business communication?
3. Explain the importance of communication for managers?
4. Explain any two objectives of communication.
5. Essential features of Business Communication?
6. what is formal communication?
7. what precautions are to be taken while using grapevine?
8. what are the characteristics of formal communication?
9. Give the meaning and characteristics of informal communication?
10. what are the main components of SWOT analysis?

### LONG ANSWER TYPE QUESTION

1. What is meant by business communication? What are its objectives?
2. Explain in detail the various functions of business communication?
3. What is oral communication? what are the various forms of oral communication?
4. What are the essentials of effective written communication?
5. Make a comparative study of oral and written communication?
6. Define business communication. What are the principles of communication?
7. Explain the significance of written communication. Discuss the relative merits and demerits of written communication?
8. What is formal communication network? Explain the channels of formal communication?
9. Explain Vertical, Horizontal and Diagonal Communication, Also discuss the meaning and objectives of Downward communication?
10. Upward communication is very useful but very difficult. Discuss?
11. what is informal communication? Discuss the utility of informal communication for an organisation?



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12. distinguish between formal and informal communication?
13. Give the meaning ,characteristic and advantage of informal communication ?
14. what do you mean by Grapevine process of communication?what is its importance in an organisation?
15. Explain the merits and demerits of grapevine communication?
16. Explain the following
17. a)Gossip Chain b) Cluster chain c)Probability chain
18. What do you mean by oral presentation?what are its objects?
19. Discuss the main principles of oral presentation
20. Discuss the main method of survey.
21. What do you mean by feedback?Discuss its characteristic?
22. What is SWOT analysis?what are its main comonents?How it is useful in business?
23. What are the basic elements of SWOT analysis?Also explain the process of SWOT analysis?
24. What is the importance of SWOT analysis ?What are the main criticisms of SWOT analysis?

## UNIT IV

### SHORT ANSWER TYPE QUESTION

1. The face is the index of mind?
2. Explain the meaning of non-verbal communication?
3. Explain the meaning of sign language?
4. What is body language?
5. Explain the concept of para language?
6. Explain the barriers arises in communication process?
7. Explain the language barriers?
8. Explain the emotional barriers?
9. what is organisation barriers?
10. What suggestions you will give to improve communication?
11. Explain the concept of business letter?
12. What are the essentials of a good business letter?
13. Explain the various kinds of letters?
14. What are the functions of a business letters?
15. What is the utility of a business letter?
16. What is order letter?Explain it?
17. What is sales letter?Explain it?
18. Which factors should be kept in mind while preparing the order letter?

### LONG ANSWER TYPE QUESTION

1. What are the various functions of non-verbal communication? What is the importance of non-verbal communication?
2. What are the various types of non-verbal communication?Discuss?
3. Difference between verbal and non verbal communication?
4. What is meant by body language?dISCUSS Its functions and advantage?
5. What do you mean by Para language? What are their qualities and barriers?





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6. Sound of smile is more lauder than voice of lips?eXPLAIN It with reference to body language communication
7. Body Language plays an important role in communication.Explain
8. Para language is closest to non-verbal of communication.Explain it?
9. Write short note on:
10. a)Body Language b) Para Language c) Sign language
11. Explain the barriers of communication at different levels?
12. Explain the main barriers of communication and give suggestions to overcome them?
13. Explain the personal barriers of communication and suggest measures to overcome them?
14. Briefly explain the suggestions to remove barriers of communication?
15. Explain the semantic ,Emotional and organisational Barrier of communication?
16. Give suggestion to remove different barriers of communication?
17. what are semantic barriers to communication?How can they be overcome?
18. Explain the main barriers of effective communication?
19. Explain the following
20. a)Semantic barriers b)Personal Barriers c)Physical Barriers
21. what are the characteristic of a good business letter?Explain them?
22. what are the essential of a good business letter?
23. Discuss the importance of correspondence in modern business?
24. Explain various part of a business letter?
25. Name the main constituents of a good business letter and also give its various types?
26. Discuss thevarious parts of business letters?what are the its utility and impoertance?

## UNIT 5

### SHORT ANSWER TYPE QUESTION

1. What are the moderns forms of communication?
2. What do youuu meant by internet?
3. What is E-mail?
4. What are the advantage of E-commerce?
5. What do you mean by group discussion?
6. What are the various objectives of Report writing?
7. What is the concept og group discussion?
8. What are the main characteristic of a good Report?
9. Discuss the planning of a formal report?
10. What is the method of preparing a report?
11. What do you mean by report?

### LONG ANSWER TYPE QUESTION

1. what do you understand by modern form of communication?Explain in detail?
2. what forms of communication are being mainly used in the modern business world?discuss their advantages?
3. What are the modern way of communication ?Give a brief detail of them?
4. what do you understand by e-mail? Write a detailed note on its procedure?
5. WHAT Do you mean by internet?What are its uses?What are the barriers in its way?



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6. what do you understand by video conferencing? Give its advantage and disadvantage?
7. what is cellular phone (Mobile phone)? Explain its working procedure and discuss its merits and demerits?
8. What do you understand by Fax? Discuss the working procedure of it?
9. Write notes on-
10. a) E-mail      b) Fax      c) Uses of internet      d) WWW (World wide web)
11. What is E-Commerce? Explain the working of E-commerce. What is the future of E-commerce in India?
12. Explain the utility and advantages to different parties by the use of E-commerce in Global Business?
13. Explain the type of E-commerce?
14. What do you mean by Group Discussion? Explain its objectives?
15. What preparations are to be made for group discussion?
16. What do you understand by interview? How is it conducted?
17. What do you understand by effective listening? What are its essential elements?
18. What are the essentials of a good listener? What is the importance of listening in business communication?
19. What are the barriers of effective listening? What are the tools to make listening effective?
20. What is meant by group presentation? Distinguish between individual and group presentation?
21. what is the importance of report? Explain its characteristic of a good report?
22. what are the different types of reports? Explain them?
23. what are the qualities of good report? Explain?
24. what are the various forms of presentation of report?
25. what points kept in mind while drafting a Reports?