



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

First Semester, Master of Business Administration (MBA)

Semester End Examination; Jan. - 2020

Effective Communication Development (ECD)

Time: 2 hr.

Max. Marks: 50

Instructions:

Questions 1 – 50 carry one mark each; Put a (✓) mark against correct option in the answer sheet.

1. Business letters produce immediate effect because they are:
 - A. brief
 - B. formal
 - C. interesting
 - D. informal
2. Letters that please the receiver are called:
 - A. “yes” letters
 - B. good-news letters
 - C. invitation letters
 - D. routine letters
3. The purpose of a “no” response letter is to leave the reader with:
 - A. unpleasant feelings
 - B. reasons for the rejection of the request
 - C. no future hope
 - D. minimum disappointment
4. Form letters are also known as:
 - A. bad news letters
 - B. circular letters
 - C. formal letters
 - D. persuasive sales letters
5. A memorandum (memo) is considered a brief form of written communication for:
 - A. external use
 - B. formal use
 - C. internal use
 - D. legal use
6. Simplicity in writing means essentially:
 - A. the use of simple sentences
 - B. plainness
 - C. the use of simple words
 - D. the use of simple tense
7. Writing a letter with “you-attitude” means writing:
 - A. from the point of view of the reader
 - B. from the point of view of the writer
 - C. using the word “you” repeatedly
 - D. from the point of view of other persons not concerned
8. Good business letters are characterized by the following personal quality of the writer:
 - A. seriousness
 - B. formality
 - C. sincerity
 - D. humour
9. The simplified style business letter has:
 - A. a salutation
 - B. a subject line
 - C. a complimentary close
 - D. indentation
10. Modern business letters are usually written in:
 - A. simplified style
 - B. indented style
 - C. semi-block style
 - D. full-block style
11. A presentation is a form of oral communication in which a person shares factual information with an audience that is:
 - A. specific
 - B. mixed
 - C. large
 - D. small
12. The presenter acts as the:
 - A. medium of the information
 - B. deliverer of the information
 - C. supporter of the information
 - D. advocate of the information
13. The three major elements of presentation do not include:
 - A. specific content
 - B. an audience
 - C. visual aids
 - D. a presenter

14. The audience for a presentation consists of people who:
A. vary in their level of information and purpose B. are uninformed and lack a purpose
C. are confused in their purpose D. are uniform in their level of information and purpose
15. To be able to give a good presentation, a full rehearsal is:
A. necessary B. useless C. optional D. audience based
16. Reading out a presentation is:
A. dull B. allowed C. helpful D. not allowed
17. To make a presentation effective and impressive, you should use:
A. complex sentences B. a simple and active form of sentences
C. jargon D. passive sentences
18. To select the content of your presentation, you should know:
A. your purpose B. the available material C. the time limit D. the audience's needs
19. In presentation design, maximum time is given to the:
A. conclusion B. main body C. introduction D. question–answer session
20. Initially, a presentation is a form of:
A. group communication B. one-way communication
C. intrapersonal communication D. two-way communication
21. The set of norms of behaviour and attitude in every workplace is:
A. nationally laid down B. self-evolved C. dictated by the board D. internationally prescribed
22. When introducing ourselves, we should use:
A. both the first name and the surname B. only the surname
C. only our designation D. only our first name
23. In business, when you fail to recall the name of a person met earlier, you can ask him or her:
A. for his or her initials B. for his or her business card
C. for his or her surname D. to excuse you for forgetting his or her name
24. In business telephone calls, when making a request always use:
A. the interrogative form B. the imperative form
C. the passive form D. direct categorical statements
25. As a host, you would invite visiting foreign guests to a business dinner:
A. through a messenger B. by announcing the dinner at a meeting
C. by writing an invitation letter D. personally, face-to face
26. At an Arab business party, alcohol is:
A. served last B. served continuously C. not served at all D. served first
27. In many parts of the world, such as Latin America and India, keeping the eyes lowered is a sign of:
A. dishonesty B. respect C. evasiveness D. timidity
28. In different cultures, colors represent:
A. insignificant things B. different things C. the same thing D. arbitrary things

29. In business, keep telephone calls very short because the other person may not be:
- A. paying attention to you B. free to talk to you
C. interested in talking to you D. noting down what you say
30. People from other countries can be easily put at ease by speaking to them in:
- A. your own language B. sign language C. their language D. English
31. Conversation, in general, differs from other forms of oral communication with respect to its:
- A. technique B. structure C. informality D. purpose
32. Social conversation is also known as:
- A. gossip B. chit-chat C. idle talk D. meaningless communication
33. Phatic communication uses words to express and share:
- A. beliefs B. fear C. togetherness D. meaning
34. The structure of social conversation is basically:
- A. moral B. logical C. psychological D. emotional
35. The underlying assumption of binary communication is that reality is:
- A. black and white B. based on self-assertion C. personal D. multi-valued
36. A conversation is successful when its direction is:
- A. divergent B. parallel C. sequential D. opposite
37. Our endeavour in effective business conversation should be to arrive at:
- A. consideration B. acceptance C. agreement D. commitment
38. At the workplace, to be a successful conversationalist, you should be:
- A. aggressive B. rude C. submissive D. assertive
39. An emotional outburst should be answered with:
- A. humour B. strong language C. facts D. tolerance
40. Conversation control means that, through practice, you can control the conversation of:
- A. our own self B. someone else C. the whole group D. your opponent
- The Indian Premier League (IPL) is a professional Twenty20 cricket league in India contested during April and May of every year by 8 teams representing 8 cities of India. The league was founded by the Board of Control for Cricket in India (BCCI) in 2008, and is regarded as the brainchild of Lalit Modi, the founder and former commissioner of the league. IPL has an exclusive window in ICC Future Tours Programme.
- The IPL is the most-attended cricket league in the world and in 2014 ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of IPL in 2018 was US\$6.3 billion, according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed ₹11.5 billion (US\$182 million) to the GDP of the Indian economy. There have been eleven seasons of the IPL tournament. The current IPL title holders are the Chennai Super Kings, who won the 2018 season.
41. Indian Premier League is considered whose brainchild?
- A. Lalit Modi B. Nirav Modi C. Vineet Jain D. Mukesh Ambani
42. How many seasons have been played of IPL till 2018?
- A. 10 B. 12 C. 11 D. 9

43. What is the antonym of the word “professional” w.r.t its usage in the passage?
 A. Competent B. Amateur C. Master D. Polished
44. In which year IPL became the first sporting event to be broadcast live on an online platform?
 A. 2011 B. 2010 C. 2008 D. 2012
45. According to Duff & Phelps, the brand value of IPL in 2018 was
 A. ₹11.5 billion B. US \$182 million C. ₹ 6.3 billion D. US \$6.3 billion
- The Pro Kabaddi League, currently known as Vivo Pro Kabaddi League for sponsorship purpose, is a professional-level Kabaddi league in India. It was launched in 2014 and is broadcast on Star Sports. The league's inception was influenced by the popularity of the Kabaddi tournament at the 2006 Asian Games. The format of the competition was influenced by Indian Premier League. The Pro Kabaddi League uses a franchise-based model and its first season was held in 2014 with eight teams each of which having paid fees of up to US\$250,000 to join. There were doubts over whether the PKL would be successful, noting that there were many leagues attempting to emulate the IPL's business model and success, and that unlike cricket, there were relatively fewer well-known players in Kabaddi. However, it was also noted that kabaddi was widely played in grassroots community settings, and could thus attract a wide variety of rural and metropolitan viewers for advertisers to target if the league gained significant traction. The inaugural season was seen by 435 million viewers, Mashal sports placing it just behind the total-season viewership of the 2014 Indian Premier League season, while the inaugural championship was seen by 86.4 million viewers. Star Sports, the PKL's broadcaster, subsequently announced in 2015 that it would acquire a 74% stake in the league's parent company Mashal Sports. For the 2017 season, the PKL added four new teams, and changed its format to split the teams into two divisions known as "zones".
46. When was the professional kabaddi league (PKL) started, who was the broadcast partner and what is it currently called?
 A. 2014, Zee Tv, Verizon Premier Kabaddi League
 B. 2014, Star Tv, Vivo Premier Kabaddi League
 C. 2015, Star Sports, Verizon Pro Kabaddi League
 D. 2014, Star Sports, Vivo Pro Kabaddi League
47. What is the ratio of the total number of viewers of the inaugural season vs. inaugural championship?
 A. 5:1.5 B. 1:5 C. 5:1 D. 5:4
48. Why was there a doubt that PKL would not be a success?
 A. There were many leagues attempting to emulate the IPL's business model and success
 B. There were fewer kabaddi players known to the public
 C. Either (a) or (b) D. Both (a) and (b)
49. What context is the word “zones” used in the passage?
 A. Disunions B. Divisions C. Neighbourhood D. Directions
50. Because kabaddi is played at grassroots community level, which kind of viewers it could possibly attract?
 A. only rural viewers B. only urban viewers
 C. rural and metropolitan viewers D. it would garner no viewers at all