



Business Communication

Assessment of Fundamental Competencies
Model Paper

50 marks – 1 hour 30 minutes

Instructions to Candidates:

- (i) Select the most appropriate answer from the options available for each question.
- (ii) There will be no negative marking for incorrect replies.
- (iii) Each question is of one mark.

Part – A (each question is of one mark)

1. To ensure that communication is effective, it is necessary for the sender to devote sufficient time and effort to:
 - (a) checking the information
 - (b) improving the information
 - (c) interpreting the information
 - (d) all of the above
2. Which of the following statements is correct about noise/distortion in communication of messages?
 - (a) Distortion occurs due to confusion on the part of the recipient
 - (b) Noise is physical interference that damages the actual message during its transmission
 - (c) Noise and distortion result in same outcomes and are therefore interchangeable
 - (d) Distortion usually results in partial misinterpretation of the message
3. For preparation of effective business messages, it is essential to:
 - (a) take cognizance of the purpose of the message
 - (b) be indifferent to the impact of the message on the audience
 - (c) refrain from placing undue emphasis on the structure and style of the message
 - (d) all of the above
4. In formulating business messages the vocabulary should be:
 - (a) familiar and readily understandable
 - (b) clear and specific
 - (c) factual and objective
 - (d) all of the above
5. In organisational settings, the mode of horizontal/lateral communication helps in:
 - (a) co-ordinating the activities of individuals/groups at various hierarchical levels
 - (b) issuing instructions and directions
 - (c) achieving effective control of activities of subordinates
 - (d) promoting and maintaining social relations at work
6. Conciseness in business messages can be achieved by:
 - (a) avoiding superfluous language when the main theme of the message has been stated adequately
 - (b) using passive voice rather than active voice to tone down the impact of actions taken by individuals
 - (c) avoiding bullet points as they convey an impression of unprofessional approach
 - (d) all of the above

7. In business communication:
- (a) the language used should have the same degree of formality as in legal contracts and well-research academic papers
 - (b) grammatical and spelling oversights and numerical errors are more condonable than in well-drafted research articles
 - (c) the message should be stated in precise words and be conveyed within reasonable time frame
 - (d) all of the above
8. Business organisations prefer open channels of communications because:
- (a) they facilitate planning and controlling of operations more effectively
 - (b) clarifications on any misunderstanding of instructions can be sought at various levels in the organisational hierarchy
 - (c) they are deterrent to both negative and positive conflicts at all levels within the organisation
 - (d) both (a) and (b)
9. Committees are constituted because:
- (a) benefits of committees outweigh their costs
 - (b) members collectively have appropriate experience and skills to achieve high levels of synergy
 - (c) committees invariably achieve better performance/results than individuals
 - (d) both (b) and (c)
10. Employees in customer-care departments of service-oriented business organisations should:
- (a) provide feedback and ask reflective questions which make the customers feel good and confident about themselves
 - (b) accord low priority to their own self-esteem and should not disagree with what the customers is saying
 - (c) adopt a casual attitude towards complaints of troublesome customers
 - (d) all of the above
11. Competent listeners believe that:
- (a) well-chosen words are sufficient to understand intent and motives of the speaker
 - (b) gestures and body language should be ignored because they signify different things in different cultures
 - (c) requirements of formal proxemics should be downplayed in order to promote cordial relationship with the speakers
 - (d) none of the above
12. Good listening skills entail:
- (a) exercising restraint even when the speaker is saying something which is not fully aligned with listener's thinking
 - (b) ensuring that ones mind and thoughts do not wander elsewhere while listening
 - (c) ensuring that during the course of the speech, adequate time is devoted towards preparing cogent arguments for replying to the listener
 - (d) both (a) and (b)
13. Listening is:
- (a) a natural phenomenon and does not call for any effort on the part of the listener
 - (b) best managed by busy executives who engage simultaneously in listening and performing less important work to make efficient use of their time
 - (c) the ability to correctly comprehend the jargons and the meanings of 'words between words'
 - (d) none of the above

14. Busy executives working in demanding corporate environment should:
- (a) avoid initiating conversations when sufficient time is not available and tell the other person to defer the conversation to another opportune time
 - (b) assign minimum time to giving feedback and confirmation of the listening process
 - (c) seek clarifications from the speaker in writing
 - (d) inform the speaker candidly that time is precious and the conversation should be completed in as few words and time as possible
15. For effective listening:
- (a) it is necessary to suppress your emotions and feelings and remain objective
 - (b) clear your mind of all distractions and concentrate wholly on listening
 - (c) be selective and concentrate only on those words that are of importance to your understanding of the message
 - (d) both (a) and (b)
16. Result-oriented listeners:
- (a) accord high priority to their own goals and targets
 - (b) devote sufficient time and effort to understand fully the viewpoints of the speaker
 - (c) perceive themselves as highly focused
 - (d) both (a) and (b)
17. Listening skills involve:
- (a) making deliberate effort to hear what is being said
 - (b) responding positively to advice received from the speaker
 - (c) a quick response to a sound emanating from any source
 - (d) both (a) and (b)
18. Lack of listening skills may:
- (a) give rise to conflicts and misunderstanding between individuals
 - (b) enable the speaker to malign the listener
 - (c) enable the speaker to unduly influence the listener
 - (d) all of the above
19. In the present environment, listening can best be described as:
- (a) an entirely micro level relational activity
 - (b) a full-time macro level business activity
 - (c) an all inclusive activity which can help one to build rapport and relationship with others
 - (d) both (b) and (c)
20. Which of the following is least likely to be a barrier to effective listening?
- (a) Not having a clear mind
 - (b) Unstable emotional state
 - (c) Prejudice and bias
 - (d) Avoiding jargon
21. While selecting a web hosting service, you would be least likely to consider:
- (a) VHF compatibility
 - (b) bandwidth
 - (c) number of domains required
 - (d) up-time percentage
22. Messaging through emails has shown a tremendous growth over the years because:
- (a) recipients can access emails anywhere and anytime at their convenience
 - (b) being informal communication faulty construction of the message is ignored
 - (c) sharing 'bad news' messages is easy as email messages contain minimum words
 - (d) all of the above
23. An organization plans to market educational books, audios and videos through its website. While selecting the web hosting service, it would consider:
- (a) down-time percentage
 - (b) storage space and bandwidth offered by the web hosts
 - (c) both (a) and (b)
 - (d) none of the above

24. An internet protocol (IP) address is:
- another name for an email address
 - a code that uniquely identifies a particular computer on the internet denoted by four sets of numbers from 0 to 255
 - a code that uniquely identifies a particular computer on the internet denoted by four sets of numbers from 0 to 999
 - used to track the individual units of data that a message is divided into
25. Which of the following statements regarding 'world wide web' is **NOT** correct?
- It is a global collection of documents and images stored at millions of database
 - Internet is a sub-set of world wide web
 - Documents, images and resources on world wide web are interrelated by hyperlinks
 - Web browser software is used to access the world wide web
26. Email is **NOT** considered to be an appropriate channel of communication for sending:
- a dinner invitation to your friends
 - sensitive information to your legal advisor
 - agenda of an important operational meeting to all departmental heads
 - both (b) and (c)
27. Before forwarding or replying to an email, one should:
- review the contents to ensure there's nothing confidential that should not be forwarded
 - ensure that email being replied is important for all recipients
 - ensure that reply is sent to all addresses mentioned in the received email
 - all of the above
28. Video conferencing is considered environmentally friendly as:
- it reduces the need for air travel
 - it uses low cost technology
 - it is a cost effective communication solution
 - it reduces the use of printers
29. Use of folders in an email system helps in:
- moving files in personalized folders
 - filtering the junk emails
 - both (a) and (b)
 - none of the above
30. Email messaging is most effective when:
- information is not required to be conveyed quickly
 - different information has to be communicated to many persons
 - retention of an audit trail of messages is important
 - recipients have limited access to the internet

Part – B

Q.1 The Dean of Concord School of Management Sciences (CSMS), a prestigious educational institution, has requested the President of Jupiter Insurance Company Limited to accept five final year students as interns during the summer holidays. As the Public Relations Officer of Jupiter Insurance Company Limited, you have been directed to write to the Dean stating that it would not be possible to provide internship facility this year. You may offer any reasons for not acceding to the Dean's request. However, your letter should be worded in a courteous tone as CSMS not only provides substantial business to your company but also because the Dean wields considerable influence and respect in the business and professional circles.

Assume that your name is **Abdul Samad**.

(10)

Q.2 Omega Cement Co. operates cement manufacturing facilities in Lahore and Faisalabad. The demand for cement in the area served by the plant in Lahore has declined considerably due to fall in construction activity. Demand for cement in the market served by plant in Faisalabad is expected to increase markedly due to upsurge in new construction in the adjoining areas.

The following information is also available:

- (i) The current profitability of Faisalabad is better than Lahore.
- (ii) Relocation of cement plant in Faisalabad can be completed in 18 months at a cost of Rs. 100 million.
- (iii) After relocation of the Lahore plant, the enhanced capacity of both the plants in Faisalabad can be fully utilized.

The management is of the view that long term profitability of the company can be increased by relocating the plant from Lahore to Faisalabad. You are required to prepare a report in this regard, discussing the following points:

- Advantages and disadvantages of plant relocation
- Your recommendations
(*You may assume any necessary details*)

(Presentation of report is important and carries mark)

(10)

(THE END)