Module 1: Introduction to communication	No. of Hrs: 7
Introduction - Importance and types of Communication -Spoken and Written Communication, Intra and Inter personal Communication, Group Communication ,Public Communication -Role and Importance of English in the Corporate World -Importance of professional communication, -Listening & Reading - Types, traits and importance of listening & Reading and Feedback techniques	

- **What is Communication?**

Communication is crucial to the existence and survival of humans as well as an individual. In other words, communication is the exchange of information between two entities. Every action of ours can be seen as a means to communicate. This exchange is not necessarily in words only. It could be a gesture like a raised eyebrow or waving to a friend when you spot them in a crowd. Communication means sharing something with another person or a group of people

The English word 'communication' has been derived from the Latin word, **'Communicare'**

which means to impart or participate or to transmit. The word 'Communicare' is derived from the root 'Communis' which means to make common or **to share**.

Definitions of communication:

1) The Oxford English Dictionary defines communication as "the action of conveying or exchanging information and ideas."

The components or elements of the communication process are as follows:

2) The sender or the communicator

3) The message

4) Encoding

5) The medium / channel

6) The receiver

7) Decoding

8) Feedback

9) Barriers / Noise

How to achieve effective communication:

1. Communicate for a purpose
2. Compose message with care
3. Study the receiver
4. Select appropriate medium
5. Provide feedback

Act promptly on receiving feedback.

Channel are predefined ways in the organisation using which communication travels in various directions. These channels can be divided into two types: Formal and Informal.

Channels

Formal   Informal

Vertical (⇅)   Horizontal (⟷)   Diagonal (⫽)
Grapevine

Downward   Upward
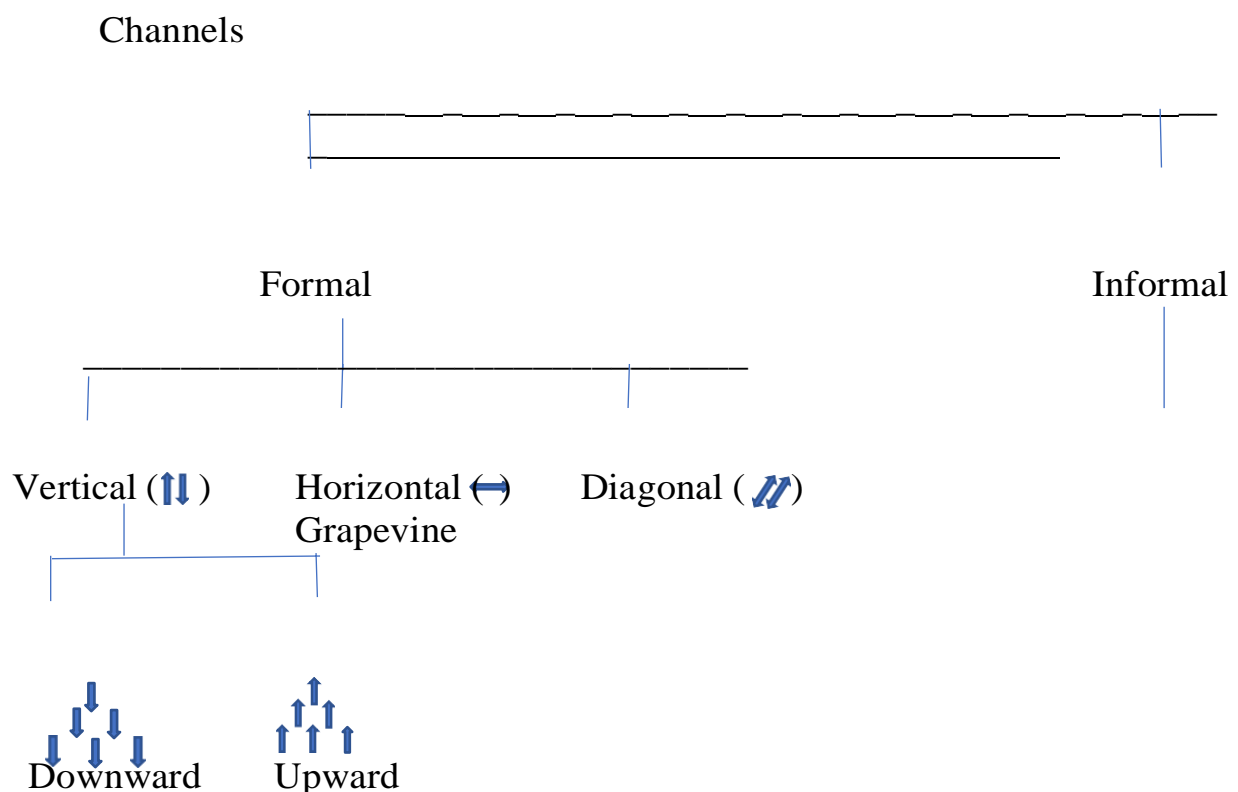
Downward communication:

Communication in the first place, flows downwards. That is why, traditionally this direction has been highlighted or emphasised. It is based on the assumption that the people working at higher levels have the authority to communicate to the people working at lower levels. This direction of communication strengthens the authoritarian structure of the organisation. This is also called Down Stream Communication.

- **Upward communication:**

  The function of upward communication is to send information, suggestions, complaints and grievances of the lower level workers to the managers above. It is, therefore, more participative in nature. It was not encouraged in the past, but modern managers encourage upward communication. This is a direct result of increasing democratisation. This is also called Up Stream Communication.

- **Lateral or horizontal communication:**

  This type of communication can be seen taking place between persons operating at the same level or working under the same executive. Functional managers operating at the same level, in different departments, through their communication, present a good example of lateral communication. The main use of this dimension of communication is to maintain coordination and review activities assigned to various subordinates.

  Occasions for lateral communication arise during committee meetings or conferences in which all members of the group, mostly peers or equals, interact. The best example of lateral communication can be seen in the interaction between production and marketing departments.

INFORMAL COMMUNICATION

Grapevine is the plant or creeper on which grapes grow. The grapevine may glow or move inany direction with the support of its tendrils. In the same way, informal communication can move in any direction with the support of informal groups.

The various types of grapevine are:

- Chain

- Single strand chain

- Gossip Chain

- Probability Chain

- Cluster Chain

- Wheel
- Star

- **1.Verbal Communication –Oral & Written**
- **2. Non-Verbal Communication-gesture,posture**
- **3. Interpersonal Communication-between two people**
- **4. Intrapersonal Communication –self talk**
- **5. Group Communication –in a particular group**
- **6. Public Communication – mass communication**

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2.Non-verbal Communication:

Communication is the transfer of information from one person to another. Most of us spend about 75 percent of our waking hours communicating our knowledge, thoughts, and ideas to others. However, most of us fail to realize that a great deal of our communication is of a non-verbal form as opposed to the oral and written forms. Nonverbal communication includes facial expressions, eye contact, tone of voice, body posture and motions, and positioning within groups. It may also include the way we wear our clothes or the silence we keep In person-to-person communications our messages are sent on two levels simultaneously. If the nonverbal cues and the spoken message are incongruous, the flow of communication is hindered. Right or wrong, the receiver of the communication tends to base the intentions of the sender on the non- verbal cues he receives.

Non-verbal communication is indirect, without words or without verbal messages. Non- verbal communication constitutes 45% of the impact of message in oral communication. The major elements of non-verbal communication can be divided into body language (Kinesics), vocal tone, space & proxemics, dress & grooming etc.

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1. **Eye contact** is a direct and powerful form of non-verbal communication. The superior in the organization generally maintains eye contact longer than the subordinate. The direct stare of the sender of the message conveys openness. It elicits a feeling of trust. Downward glances are generally associated with modesty. Eyes rolled upward are associated with fatigue.

2. **Facial Expressions**: A smile, frown, raised eyebrow, yawn, and sneer all convey information. Facial expressions continually change during interaction and are monitored constantly by the recipient. There is evidence that the meaning of these expressions may be similar across cultures.

3. **Gestures**: One of the most frequently observed, but least understood, cues is a hand movement. Most people use hand movements regularly when talking. While some gestures (e.g., a clenched fist) have universal meanings, most of the others are individually learned and idiosyncratic.

A gesture is an action of body, hand or head, which conveys a message. Eg: yes, no, Namaste, wait.

a. Communicating information: eg: 'V' sign, pointing finger etc.

b. Communicating information: eg: clapping indicates appreciation, fist-clenching shows aggression, face touching shows anxiety

c. Supports speech

d. Expressing self-image

4. **Posture**: The way we stand or sit, the position of the hand & head, basically how we carry ourselves. Eg. Hunched shoulders show low confidence, in emergency a person tends to sit on the edge of a chair. Posture can be used to determine a participant's degree of attention or involvement, the difference in status between communicators, and the level of fondness a person has for the other communicator. Studies investigating the impact of posture on interpersonal relationships suggest that mirror-image congruent postures, where one person's left side is parallel to the other's right side, leads to favourable perception of communicators and positive speech; a person who displays a forward lean or a decrease in a backwards lean

also signify positive sentiment during communication. Posture is understood through such indicators as direction of lean, body orientation, arm position, and body openness.

5. **Dress & grooming**: Uniforms have both a functional and a communicative purpose. This man's clothes identify him as male and a police officer; his badges and shoulder sleeve insignia give information about his job and rank. Elements such as physique, height, weight, hair, skin color, gender, odors, and clothing send nonverbal messages during interaction. 7.

6. **Proxemics:** Proxemics is the study of how people use and perceive the physical space around them. The space between the sender and the receiver of a message influences the way the message is interpreted.

3. Interpersonal Level of Communication: Interpersonal communication is defined as the spoken or nonverbal exchange of information, ideas, and feelings between two or more individuals.

4. Intrapersonal Level of Communication: Communication with oneself is referred to as intrapersonal communication

- ‣ **Intrapersonal communication describes how we communicate with ourselves, including an accurate idea of our perceptions, expectations, and concepts.**
- ‣ **Intrapersonal communication, on the other hand, refers to communication within oneself. It involves the internal dialogue or self-talk that occurs in our minds. This type of communication is essential for self-reflection, self-awareness, and personal growth.**

Comparison Chart

INTRAPERSONAL COMMUNICATION	INTERPERSONAL COMMUNICATION
• Intrapersonal Communication is one that we have with ourselves, i.e. the communication that occurs in our mind.	• Interpersonal Communication is the communication between two or more person, through verbal or non-verbal messages.
• One	• At least two
• Continuous due to human nature.	• Regular, due to social needs.
• Only a person's internal senses are involved.	• Supported by a verbal and non-verbal media.
• Thinking and Analysis	• Exchanging and sharing of ideas or information

INTRAPERSONAL COMMUNICATION	INTERPERSONAL COMMUNICATION

5.Group Communication: When three or more individuals interact to achieve a common purpose, this is referred to as group communication.

Group communication is the act of sending and receiving messages to multiple members of a group.

Group communication takes place each time three or more people engage in a conversation verbally or in writing. In terms of group communication in a business

Setting, the term refers to communication between a group of a minimum of three professionals with a common goal of sharing ideas and information, collaborating on a project, resolving issues, or negotiating a deal.

Group communication channels

There are many different forms or channels group communication can take place in. The most common group communication channels include:

- **Formal in-person team meetings** — A group of coworkers or a team gather in an office or other formal setting to discuss project progress, future objectives, or current issues. Usually, these types of interactions are guided by a leader figure, such as a manager.

- **Informal in-person group gatherings** — Although commonly connected to social groups outside the workplace, informal gatherings also take place with groups from the same organization. Company parties,

wellness retreats, or team-building events are some examples of in-person group communication between groups belonging to the same organization.

- **Group emails** — A form of written group communication most commonly used for formal exchange between groups working on shared projects. Group emails may not be the most effective solution, especially in urgent situations that require a fast exchange and quick access to critical information.

- **Conference calls** — Conference calls allow the immediacy of in-person meetings, with the added benefit of allowing participants to join from anywhere. Usually conducted via video conference tools, conference meetings are commonly guided by a central, leader figure.

- **Group message chats** — Team members or groups working on a shared project use business messaging apps to share progress updates, chit chat, discuss ideas, and share files with team members or external stakeholders.

- **Memos** — Or memorandums follow a more formal communication form between groups. Memos are used to communicate important updates, tasks, and policy changes usually across the organization, but can also be used to communicate group-specific information.

- **Project management task lists** — A group working on a shared project uses project management tools to display, track, and communicate deadlines, status updates, as well as further discussions.

Success   full team collaboration relies on each member having strong group communication skills. Otherwise, your team communication may give way to misunderstandings and conflicts which can decrease overall productivity and cause unnecessary delays.

6.Public communication is the practice of dispersing a message to the general populace or to a specific group using various tools and methods. Some effective tools used to communicate with the public include radio, newspaper, television, and social media.

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Styles of communication
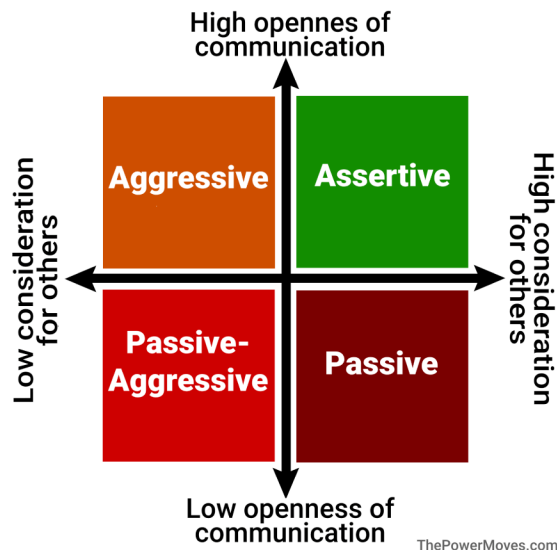
Passive

Individuals who use the passive communication style often act indifferently, yielding to others. Passive communicators usually fail to express their feelings or needs, allowing others to express themselves.

Aggressive

The aggressive communication style is emphasized by speaking in a loud and demanding voice, maintaining intense eye contact and dominating or controlling others by blaming, intimidating, criticizing, threatening or attacking them, among other traits.

Passive-Aggressive

Passive-aggressive communication style users appear passive on the surface, but within he or she may feel powerless or stuck, building up a resentment that leads to seething or acting out in subtle, indirect or secret ways.

Most passive-aggressive communicators will mutter to themselves rather than confront a person or issue. They have difficulty acknowledging their anger, use facial expressions that don't correlate with how they feel and even deny there is a problem.

Assertive

Thought to be the most effective form of communication, the assertive communication style features an open communication link while not being overbearing. Assertive communicators can express their own needs, desires, ideas and feelings, while also considering the needs of others. Assertive communicators aim for both sides to win in a situation, balancing one's rights with the rights of others.

The role and importance of English in the corporate world

The English language plays a significant role in the corporate world for several reasons. Its importance extends beyond just being a means of communication; it also impacts business operations, globalization, and professional opportunities. Here are some **key aspects** of the role and importance of English in the corporate world:

- **Global Communication:** English is often considered the global lingua franca. It enables professionals from different linguistic backgrounds to communicate effectively. In a multinational corporation, English is comm.
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- only used to bridge the language gap.
- **Access to Information:** Much of the world's business and technological knowledge is available in English. This includes research papers, industry reports, news articles, and educational materials. Proficiency in English allows professionals to access and leverage this vast pool of information.
- **International Business:** English is the dominant language in international business transactions. Contracts, negotiations, and agreements are frequently conducted in English, especially when parties come from different countries.

- **Career Advancement:** English proficiency can significantly enhance one's career prospects. Many multinational companies require employees to be fluent in English, and it is often a prerequisite for promotions or opportunities to work on international projects.
- **Cultural Understanding:** English is not just a language; it carries with it a culture. Understanding the subtleties of English can be vital in dealing with international clients or partners. It helps in building trust and rapport.
- **Cross-Border Collaboration:** In today's globalized world, companies frequently collaborate with partners, suppliers, and customers from diverse linguistic backgrounds. English facilitates effective collaboration and teamwork.
- **Marketing and Advertising:** English is often used as the language of marketing and advertising, even in non-English-speaking countries. It provides access to a larger global market and a broader audience.
- **Standardized Documentation:** Many international standards and documents are written in English. This includes technical specifications, safety guidelines, and legal documents. Understanding English is crucial for compliance and regulatory purposes.
- **Competitive Advantage:** Companies that operate in the global market may gain a competitive edge by having a workforce that is proficient in English. It can lead to better negotiation outcomes and increased market reach.
- **Innovation and Technology:** English is the dominant language in the fields of innovation and technology. It is the language of the internet and much of

the software development. Access to these fields often necessitates proficiency in English.

- **Customer Service:** For companies with a global customer base, English-speaking customer service representatives are often required to provide support and assistance to customers worldwide.

- **Networking:** English is commonly used in international business conferences, seminars, and networking events. Proficiency in English can lead to more fruitful interactions and connections in the corporate world.

In summary, English is a key driver of globalization, facilitating communication, collaboration, and the dissemination of information in the corporate world. Proficiency in English not only opens up career opportunities but also enhances a company's ability to thrive in the global marketplace. It is an essential tool for

professionals and businesses looking to succeed in the international arena.

Listening and Reading Types

Types of Listening

1. **Active Listening**
   - **Definition**: Focused and fully engaged listening where the listener provides feedback and participates in the conversation.
   - **Purpose**: To understand the speaker deeply, often involves verbal and non-verbal responses (e.g., nodding, asking questions).
   - **Example**: In a discussion or therapy session.
2. **Passive Listening**
   - **Definition**: Listening without responding or engaging. The listener absorbs the information without interaction.
   - **Purpose**: To gather information without active participation.
   - **Example**: Listening to a podcast, a lecture, or background music.
3. **Critical Listening**
   - **Definition**: Listening with the intent to evaluate, analyze, and form judgments about the message.
   - **Purpose**: To assess the validity or logic of the information.

- o **Example**: Listening to a political debate or argument to form an opinion.
  - o
  - o
4. **Empathetic Listening**
   - o **Definition**: Listening with the intent to understand the speaker's emotions and perspective.
   - o **Purpose**: To provide emotional support and foster understanding.
   - o **Example**: When a friend shares a personal issue or a therapist listens to a client.
5. **Appreciative Listening**
   - o **Definition**: Listening for pleasure or enjoyment.
   - o **Purpose**: To enjoy the sound or content, like music, poetry, or a performance.
   - o **Example**: Attending a concert or enjoying an audiobook.
6. **Comprehensive Listening**
   - o **Definition**: Listening to understand and retain information.
   - o **Purpose**: To grasp the meaning and content for later recall or application.
   - o **Example**: In a classroom or training session.
7. **Selective Listening**
   - o **Definition**: Hearing only parts of the message that interest or resonate with the listener.
   - o **Purpose**: Often subconscious; used to focus on preferred information.
   - o
   - o **Example**: In a conversation, only remembering the parts relevant to your interest.

Reading Types

1. **Skimming**
   - o **Definition**: Quickly running your eyes over the text to get the general idea.
   - o **Purpose**: To get a broad overview without going into details.
   - o **Example**: Skimming a newspaper or article to catch the main points.
2. **Scanning**

- o **Definition**: Quickly looking for specific information or keywords in the text.
- o **Purpose**: To locate particular details without reading everything.
- o **Example**: Searching for a specific date or name in a document.

3. **Intensive Reading**
   - o **Definition**: Reading carefully and with focus to understand the meaning of each word and sentence.
   - o **Purpose**: To thoroughly comprehend a text, often for study or detailed analysis.
   - o **Example**: Reading a textbook or academic article.
4. **Extensive Reading**
   - o **Definition**: Reading a large quantity of material for pleasure or overall understanding.
   - o **Purpose**: To develop fluency and general comprehension of various topics.
   - o **Example**: Reading novels or a series of articles.
5. **Critical Reading**
   - o
   - o **Definition**: Evaluating and analyzing a text for deeper meaning, biases, or arguments.
   - o **Purpose**: To question the content and form an opinion.
   - o **Example**: Analyzing a news article for bias or hidden messages.
6. **Analytical Reading**
   - o **Definition**: Breaking down a complex text to examine its structure, arguments, and meanings.
   - o **Purpose**: To understand how a text is constructed and how the ideas are presented.
   - o **Example**: Analyzing a research paper or legal document.
7. **Reading for Pleasure**
   - o **Definition**: Reading primarily for enjoyment or relaxation.
   - o **Purpose**: To engage with stories, ideas, or characters for entertainment.
   - o **Example**: Reading fiction, poetry, or leisure magazines.

Reading Techniques:

Previewing: Before diving into the text, quickly scan the material to get an overview of the content. Look at headings, subheadings, bolded text, and any illustrations or diagrams. This can help you establish a mental framework for what you're about to read.

Active Reading: Engage with the text actively by highlighting key points, taking notes, or jotting down questions. This can help you retain information and promote understanding.

Skimming: When you need to get a general sense of the content, skim through the text to identify main ideas and keywords. This is useful for quickly assessing whether the material is relevant to your needs.

Scanning: Scanning involves searching for specific information within a text. Look for keywords or phrases that relate to the information you seek. This is especially useful for research or finding facts quickly.

Annotating: Write notes or comments in the margins or use digital annotation tools to mark important passages, questions, or connections you make while reading.

Questioning: Ask yourself questions as you read. This helps you engage with the material and reinforces your understanding. Consider questions like "What is the main point?" or "How does this relate to what I already know?"

Feedback Techniques:

Constructive Feedback: When providing feedback to others, focus on constructive criticism. Offer specific suggestions for improvement rather than simply pointing out flaws. Highlight what was done well and provide guidance on how to enhance areas that need improvement.

Specific Feedback: Be specific in your feedback. Avoid vague statements like "good job" or "this needs work." Instead, specify what was good and what needs

improvement. For example, "Your analysis of the data was thorough, but you could include more real-world examples to support your argument."

Sandwich Method: Use the sandwich method for constructive feedback. Start with a positive comment, follow with areas for improvement, and end with another positive comment. This approach can make feedback more palatable and motivating.

Timeliness: Provide feedback in a timely manner. Prompt feedback is more effective because it is closely associated with the actions or work being evaluated, making it more relevant and actionable.

Feedback Criteria: Establish clear criteria for feedback. If you're evaluating a written document, create a rubric or checklist that outlines the specific elements you'll assess.

 This makes the feedback more objective and transparent.

Two-Way Communication: Encourage a dialogue when giving or receiving feedback. This allows for clarification, questions, and further discussion, leading to a deeper understanding of the feedback's meaning and how to implement it.

Peer Feedback: Encourage peer feedback in educational or collaborative settings. It helps individuals learn from each other and gain different perspectives on their work.

Feedback Training: Provide training or guidance on how to give and receive feedback effectively. Many people are not naturally skilled at this, so training can improve the quality of feedback.

Both reading and feedback techniques are essential skills that contribute to personal and professional growth. Effective reading techniques enable you to absorb and understand information, while feedback techniques help you and others improve and learn from their experiences and work.

Question bank of Module 1

1. Communication strengthens _____ & _____ relationship is an organization.

Employer-Father

Employer-Employee

Mother-Employer

Mother-Child

Answer: Employer-Employee

2. _____ context refers to the similarity of backgrounds between the sender and the receiver.

Social

Chronological

Physical

Cultural

Answer: Cultural

3. When there is similarity of background between the sender and the receives such as age, language nationality, religion, gender then this is called _____ context.

Cultural

Social

Physical

Dynamic

Answer: Cultural

4. It is of paramount importance that one need to construct a _____sentence in the day to day affairs.

Correct

Wrong

Incorrect

Night

Answer: Correct

5. _____ communication includes tone of voice body language, facial expressions etc.

verbal

letter

Nonverbal

notice

Answer: Nonverbal

6. Communication is a non-stop _____.

Process

Programme

Paper

Plan

Answer: Process

7. Understanding _____different parts of speech forms the base of leaning grammar.

Eight

Five

Seven

Six

Answer: Eight

8. Letter, e-mail telephone are examples of _____.

Feedback

Message

Channel

Encoding

Answer: Channel

9. A _____ is defined as the name of a person place or thing.

Noun

Pronoun

Verb

Adverb

Answer: Noun

10. Communication is a part of _____ skills.

Hard

Soft

Short

Rough

Answer: Soft

11. _____ is the person who notices and decodes and attaches some meaning to a message.

Driver

Receiver

Cleaner

Sender

Answer: Receiver

12. Environmental barriers are the same as _____ noise.

Physical

Physiological

Psychological

Sociological

Answer: physical

13. According to hoben communication is the _____ interchange of thought or idea.

Verbal

Audio

Visual

Written

Answer: Verbal

14. The _____ is the person who transmits the message.

Receiver

Sender

Driver

Cleaner

Answer: Sender

15. _____ refers to all these factors that disrupt the communication.

Noise

Nobody

Nowhere

None of above

Answer: Noise

16. Our dress code is an example of _____ communication.

Nonverbal

Written

Verbal

Spoken

Answer: Nonverbal

17. The person who transmits the message is called the _____

Gives

Taker

Sender

Receiver

Answer: Sender

18. Proper nouns always begin with _____letters.

Capital

Small

Running

Numerical

Answer: Capital

19. Message is any signal that triggers the response of a _____

Driver

Receiver

Cleaner

Sender

Answer: Receiver

20. The response to a sender's message is called _____.

Feedback

Food bank

Food

Back

Answer: Feedback

21. _____ context refers to the relationship between the sender and the receiver.

Cultural

Social

Physical

Chronological

Answer: Social

22. In oral communication there is a possibility of immediate _____.

Response

Reaction

Reset

Refection

Answer: Response

23. A_____indicates the action done by the subject.

Adverb

Noun

Verb

Pronoun

Answer: Adverb

24. A _____ is a word which connects words phrases , clauses or sentences.

Conjunction

Preposition

Interjection

Verb

Answer: Conjunction

25. While talking to friends you do not pay attention to the skills of _____ Communication.

Oral

audio

Written

visual

Answer: Oral

26. The Christian sign of the ____ is a gesture pertaining to religion and spirituality.

Minus

Division

Plus

Cross

Answer: Cross

27. Any word that adds more meaning to the noun is called an _____.

Verb

Adverb

Noun

Adjective

Answer: Adjective

28. In oral presentation outside your organisation you must first give the audience a _____ of your organization.

Background

Front view

Flash back

Forword view

Answer: Background

29. In oral communication the speaker can observe the listener's _____ to what is being elated.

Response

Reaction

Reset

Rejection

Answer: Reaction

30. Countries when referred to by names are also considered _____.

Feminine

Common

Masculine

Neuter

Answer: Feminine

31. The _____ are used to present using overhead projectors.

Paper sheets

Polythene sheet

Acetate film transparent sheet

Butter paper

Answer: Acetate film transparent sheet

32. The information which is transferred to the receiver has to be interpreted this process is called _____.

Closing

Decoding

Encoding

Opening

Answer: Decoding

33. A noun that dandies neither a male or a female is _____ gender.

Feminine

Masculine

Neuter

Common

Answer: Neuter

34. The nouns which cannot be felt, seen or heard are called _____.

Proper

Abstract

Common

Collective

Answer: Abstract

35. The message may be misinterpreted because of _____.

Distortions

Distractions

Barriers

None of above

Answer: Barriers

36. The environment in which the transmitter or receiver are should be _____

Competent

Complete

Complex

Compatible

Answer: Compatible

37. Once the message is encoded in a desired format it is transferred through a medium called _____

Medium

Media

Channel

way

Answer:

 Channel

38. Personifications of strength and violence are considered as _____ gender.

Common

Masculine

Ferminine

Neuter

Answer: Masculine

39. All communication events have a _____.

Resource

Start

Source

End

Answer: Source

40. _____nouns require capitalization only if they start the sentence or are part of a title.

Proper

Common

Abstract

Collective

Answer: Common

41. Refers to the ability or competence to express one's feelings, needs or desires openly and directly but in a respectful manner or without hurting ones feelings.

Empathy

Sympathy

Communication Skill

Assertiveness

Answer: Assertiveness

42. _____ means involving recognizing emotions within us and others, being aware of how emotions influence behavior and being able to respond to emotions appropriately.

Critical thinking

Coping with stress

Decision making

Coping with emotions

Answer: Coping with emotions

43. To communicate easily and effectively with your readers, how many number of principles communication are applied

(a) Nine

(b) Seven

(c) Eleven

(d) Six

Answer: (b) Seven

44. A letter that completes a valid contract between a buyer and a seller is called.

(a) An order letter

(b) An acknowledgment letter

(c) An inquiry

(d) A sales letter

Answer: (b) An acknowledgment letter

45. In order to understand verbal and nonverbal communication which of the following things should we do ?

(a) Accept cultural differences

(b) Studying your own culture

(c) Learn about other cultures

(d) All of the above

Answer: (d) All of the above

46. It refers to the behavioral characteristic, typical of a group, it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Match this statement with one of the following concepts

(a) Culture

(b) Communication

(c) Social lag

(d) Norms

Answer: (a) Culture

47. They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respond and goodwill. You are willing to work with them again, despite their differences.

Match the above statement with one of the followings:

(a) Precision

(b) Credibility

(c) Control

(d) Congeniality

Answer: (d) Congeniality

48. When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for

(a) Indirect approach

(b) Direct approach

(c) Neutral approach

(d) Modern approach

Answer: (b) Direct approach

49. AIDA plan stands for

(a) Attention, interest, Desire, Action

(b) Authority, Interest, Disclose,

(c) Accuracy Accuracy, Internal Diction.

(d) Attention Action, Interest, Desire, Authority

Answer: (a) Attention, interest, Desire, Action

50. Leadership roles first emerge in which of the following kinds of communication ?

(a) interpersonal communication

(b) small group communication

(c) face-to-face public communication

(d) media-like cell phones and instant messenger

Answer: (b) small group communication

51. Another name for interpersonal communication is:

(a) mass communication

(b) face to face public communication

(c) dyadic communication

(d) virtual reality

Answer: (c) dyadic communication

52. When your text says that interpersonal communication can be thought of as a constellation of behaviors, it means that

(a) It is important to understand the joint actions people perform when they are together,

(b) It is important to understand how people label and evaluate relationships.

(c) It is important to understand the opposing forces that pull communicators in different directions.

(d) None of the above; interpersonal communication is not a constellation of behaviors.

Answer: (a) It is important to understand the joint actions people perform when they are together,

53.Leadership roles first emerge in which of the following kinds of communication?

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 b. small group communication

 c. face-to-face public communication

 d. media-like cell phones and instant messenger

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 c. dyadic communication

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b. It is important to understand how people label and evaluate relationships.

c. It is important to understand the opposing forces that pull communicators in different directions.

d. None of the above; interpersonal communication is not a constellation of behaviors.

Answer: a. It is important to understand the joint actions people perform when they are together.

56. a MOP is:

a. a dysfunctional pattern that can destroy a relationship

b. a game of insults people play with one another

c. a recurring argument

d. our memories of the important events in a relationship

Answer: d. our memories of the important events in a relationship

57.Which is NOT part of a relational prototype?

a. a joint action

b. label

c. criterial attribute

d. communicative indicator

Answer: a. a joint action

58.Which is true of the difference between group and interpersonal communication?

a. Coordinating group interaction is more complex than coordinating interpersonal interaction.

b. Formalized roles are less likely to occur in small group communication than in interpersonal communication.

c. Small group communication is mediated while interpersonal is face to face.

d. All of the above.

Answer: a. Coordinating group interaction is more complex than coordinating interpersonal interaction.

59.In comparison to small group communication, in organizational communication:

 a. Feedback is easier and more immediate.

 b. Communication roles are more formal.

 c. Message can be better adapted to the specific needs of the receiver.

 d. People are closer to one another in space.

Answer: b. Communication roles are more formal.

60.Which of the following is an example of mediated communication?

 a. A newscaster delivers the weather report on the six o'clock news.

 b. Two friends gossip with one another.

 c. Students work on a class project together.

 d. A politician addresses a nominating convention.

Answer: a. A newscaster delivers the weather report on the six o'clock news.

61.Which is true about the way interpersonal relationships affect us physically?

 a. Deprived of interpersonal relationships, humans can become sick.

 b. Interpersonal relationships are not actually necessary for humans; studies show that humans raised in isolation are actually healthier than those raised with others.

 c. Humans are the only mammals that need relationships in order to thrive.

d. Interpersonal relationships are necessary until about age 6, but not later in adulthood.

Answer: a. Deprived of interpersonal relationships, humans can become sick.

62.Which is a characteristic of private relationships (in comparison to public relationships)?

 a. substitutability

 b. use of particularistic knowledge

 c. extrinsic rewards

 d. normative rules

Answer: b. use of particularistic knowledge

Module 1: Introduction to Communication

1. Introduction - Importance and Types of Communication

1. Which of the following is the main purpose of communication?
   a) To exchange information
   b) To create confusion
   c) To express emotions only
   d) To avoid interaction
2. Communication is derived from the Latin word 'Communicare', which means:
   a) To write
   b) To share
   c) To argue
   d) To listen
3. Which of the following is NOT a type of communication?
   a) Verbal communication
   b) Non-verbal communication
   c) Unidirectional communication
   d) Written communication
4. Non-verbal communication includes:
   a) Body language
   b) Facial expressions
   c) Gestures
   d) All of the above
5. The process of communication involves which of the following elements?
   a) Sender, receiver, message, feedback
   b) Sound, noise, silence
   c) Verbal and non-verbal language
   d) None of the above
6. The type of communication that uses spoken words is called:
   a) Written communication
   b) Verbal communication
   c) Non-verbal communication
   d) Visual communication
7. Which of these is a barrier to communication?
   a) Noise
   b) Clarity
   c) Understanding
   d) Feedback
8. What is the main characteristic of effective communication?
   a) Ambiguity
   b) Clarity
   c) Complexity
   d) Disorganization

9. What is the first step in the communication process?
   a) Decoding
   b) Encoding
   c) Feedback
   d) Noise
10. Feedback in communication helps in:
    a) Increasing misunderstandings
    b) Confirming the message was received correctly
    c) Reducing clarity
    d) Avoiding the message
11. Which of the following is NOT a form of written communication?
    a) Reports
    b) Memos
    c) Emails
    d) Voice messages
12. One major advantage of written communication is:
    a) It is spontaneous
    b) It provides a permanent record
    c) It is informal
    d) It requires no effort
13. Spoken communication is usually more _____ than written communication.
    a) Formal
    b) Immediate
    c) Rigid
    d) Permanent
14. What is an example of formal written communication?
    a) Text message
    b) Memo
    c) Phone call
    d) Casual conversation
15. Which communication is preferred when an immediate response is required?
    a) Written
    b) Spoken
    c) Digital
    d) None
16. Intrapersonal communication is:
    a) Communication with oneself
    b) Communication with a group
    c) Communication with a large audience
    d) None of the above
17. What is an example of interpersonal communication?
    a) Reading a book
    b) Talking to a friend
    c) Watching television
    d) Writing a diary
18. Group communication involves:
    a) One person talking to themselves
    b) Two individuals exchanging ideas

c) Communication between a small number of people
d) A large audience

19. Public communication usually takes place in:
    a) Private discussions
    b) Social media messages
    c) Public speeches or events
    d) Personal diary entries
20. Which of the following is an example of group communication?
    a) Team meetings
    b) Self-talk
    c) One-on-one interviews
    d) Public debate
21. English is widely used in the corporate world because:
    a) It is the only language spoken
    b) It is a global business language
    c) It is mandatory for all employees
    d) It is the easiest language
22. Business communication in multinational companies is primarily conducted in:
    a) Local languages
    b) English
    c) Regional dialects
    d) Informal speech
23. Professional communication in English helps in:
    a) Career growth
    b) Effective leadership
    c) Global networking
    d) All of the above
24. Which of the following skills is essential in corporate communication?
    a) Fluency in English
    b) Only technical knowledge
    c) Use of complex vocabulary
    d) Speaking without clarity
25. The use of English in corporate settings improves:
    a) Miscommunication
    b) Professional networking
    c) Ambiguity
    d) Cultural barriers
26. Professional communication includes:
    a) Reports and emails
    b) Formal meetings
    c) Client interactions
    d) All of the above
27. What is NOT a characteristic of professional communication?
    a) Clarity
    b) Informality
    c) Conciseness
    d) Politeness

28. Email is a form of:
    a) Verbal communication
    b) Non-verbal communication
    c) Written communication
    d) Physical communication
29. Professional communication helps in:
    a) Reducing workplace conflicts
    b) Increasing misunderstandings
    c) Avoiding teamwork
    d) Making casual conversations
30. The best way to ensure professionalism in communication is to:
    a) Use clear and concise language
    b) Be aggressive
    c) Avoid responding to emails
    d) Use slang
31. Which is NOT a type of listening?
    a) Active listening
    b) Passive listening
    c) Aggressive listening
    d) Reflective listening
32. Active listening involves:
    a) Ignoring the speaker
    b) Responding and engaging
    c) Interrupting frequently
    d) Being disinterested
33. A major barrier to listening is:
    a) Distractions
    b) Focusing on the speaker
    c) Taking notes
    d) Providing feedback
34. Reading skills are important for:
    a) Understanding written communication
    b) Ignoring information
    c) Avoiding knowledge
    d) Enhancing confusion
35. One trait of an active listener is:
    a) Nodding appropriately
    b) Interrupting frequently
    c) Not making eye contact
    d) Looking away
36. Effective feedback should be:
    a) Constructive
    b) Harsh
    c) Vague
    d) Unclear
37. A good feedback technique includes:
    a) Providing specific suggestions
    b) Avoiding communication

c) Giving only negative feedback
d) Ignoring the recipient
38. Feedback is essential for:
a) Improving communication
b) Creating confusion
c) Misleading people
d) None of the above
39. Positive feedback helps in:
a) Encouraging performance
b) Demotivating employees
c) Creating misunderstandings
d) Ignoring efforts
40. Constructive criticism should focus on:
a) Blaming the individual
b) Providing solutions
c) Highlighting only weaknesses
d) Being vague

1. **a) To exchange information**
2. **b) To share**
3. **c) Unidirectional communication**
4. **d) All of the above**
5. **a) Sender, receiver, message, feedback**
6. **b) Verbal communication**
7. **a) Noise**
8. **b) Clarity**
9. **b) Encoding**
10. **b) Confirming the message was received correctly**
11. **d) Voice messages**
12. **b) It provides a permanent record**
13. **b) Immediate**
14. **b) Memo**
15. **b) Spoken**
16. **a) Communication with oneself**
17. **b) Talking to a friend**
18. **c) Communication between a small number of people**
19. **c) Public speeches or events**
20. **a) Team meetings**
21. **b) It is a global business language**
22. **b) English**

23. **d) All of the above**
24. **a) Fluency in English**
25. **b) Professional networking**
26. **d) All of the above**
27. **b) Informality**
28. **c) Written communication**
29. **a) Reducing workplace conflicts**
30. **a) Use clear and concise language**
31. **c) Aggressive listening**
32. **b) Responding and engaging**
33. **a) Distractions**
34. **a) Understanding written communication**
35. **a) Nodding appropriately**
36. **a) Constructive**
37. **a) Providing specific suggestions**
38. **a) Improving communication**
39. **a) Encouraging performance**
40. **b) Providing solutions**