

**Тести для поточного контролю знань студентів  
з навчальної дисципліни «Основи ділової комунікації»**

**Test 1**

1. Read the questions below and decide which answer A, B or C fits best.
  1. What does the term “business communication” mean?
    - a) Two-way process of reaching mutual understanding, in which participants not only exchange information, news, ideas and feelings but also create and share meaning.
    - b) Means of connecting people or places.
    - c) Any type of communication designed to further the operation, management or organization of a business enterprise.
  2. There are two types of business communication in an organization:
    - a) Internal and External;
    - b) Upward and Downward;
    - c) Horizontal and Literal.
  3. Of how many components does the communication consist, name them.
    - a) 4;
    - b) 5;
    - c) 6.
  4. Provide the term for the definitions:
    - a) a person who sends message;
    - b) a core of a message that consists of different aspects. Such as: country, culture and organization.
    - c) the channel through which encoder will communicate his message.
  5. Who proposed Four-sides-of-a-message-model:
    - a) Harry Ingham;
    - b) Josef Luft;
    - c) Friedemann Schulz von Thun.
  6. Name the four different ways the receiver has to understand the problem. (According to 4-ears model).
  7. Name the four facets of Johari Window
  8. What area will be the smallest in a person who has just got a job (according to Johari Window Theory)?
  9. The author of transactional analysis is:
    - a) Ned Hermann
    - b) Eric Berne
    - c) Friedemann Schulz von Thun.
  10. According to the HBDI theory what color is responsible for the fact-based area of the brain? (Those with a high preference here have a strong logical and rational side. They are analyzers).
    - a) Blue
    - b) Green
    - c) Red
    - d) Yellow

## Test 2

1. Communication is subdivided into two forms. What are they?
2. Which two types of communication are distinguished based on the purpose of communication?
3. Name the following types of communications:
  - a) .....takes place whenever two people interact & exchange message or ideas;
  - b) .....takes place within an individual (self-talk);
  - c) ..... is communication with a large group of people
4. List the types of communication based on the pattern of communication.
5. What are the 7 Cs of effective communication?
6. Provide at least 3 examples of written communication.
7. Complete the definitions with the corresponding terms:
  - a) ..... typed (copied) without leaving a space between the lines;
  - b) ..... division of paragraphs;
  - c) ..... the edge or border of the line;
  - d) ..... a document or object placed in an envelope together with a letter;
  - e) ..... a duplicate copy of writing, typewriting, or drawing;
8. A business letter consists of:
  - a) 12 parts;
  - b) 13 parts;
  - c) 14 parts.
9. Complementary closing to end a formal letter should be:
  - a) Best regards;
  - b) Sincerely yours, Truly yours;
  - c) Best wishes, Fondly.
10. Some common phrases used when closing a business letter are:
  - a) I'm writing to enquire about .... ; We'd like to invite you to a member's Luncheon on April 5th.
  - b) Please, respond at your earliest convenience. For further details... .
  - c) We regret to inform you ....; After careful consideration we have decided ..... .
11. How many business letter styles (formats) are there:
  - a) 2;
  - b) 3;
  - c) 4.

### Test 3

1. Match the names of Email types with their definitions.

- 1) Inquiry Email
- 2) No-Reply Email
- 3) Open-Ended Email
- 4) Action Email

Definitions:

- a) You want to tell the receiver either a compliment or information. No reply is necessary.
- b) to keep communication lines open, for the purpose of some future result or benefit.
- c) The goal is not the reply, but some actions on the part of the receiver. E.g.: a sales pitch, asking for a website link exchange.
- d) You need something from a receiver in a reply. E.g.: advice, or questions answered. The reply is your desired outcome.

2. Write the Structure of the Email.

3. In the text of the body you should not:

- a) Write about one thing, one request.
- b) Avoid use "If...then statements."
- c) Avoid exclamation points, ellipses, bold, italics, multi-colored font.
- d) Use capital letters.

4. In text of the body you should:

- a) Use passive voice and informal words.
- b) Use informal intensifiers like really and so.
- c) Avoid back-and-forth exchange, save time and anticipate the possible responses.
- d) Not be brief and polite.

5. It is an account of our entire education and employment history. This term is translated as "course of life" and it really is that – a record of our working life so far.

- a) a Résumé;
- b) a Cover Letter;
- c) a Curriculum vitae.

6. The document which consists of the sections: name, address, contact information, education, work experience, skills, awards, teaching experience, hobbies, referees, grants and fellowships, diplomas, courses completed, is called:

- a) CV;
- b) Résumé.

Type in the Business English word, meaning:

7. the practice of changing jobs frequently, especially as a means of quick financial gain or career advancement;
8. work appropriate for or accessible to one who is inexperienced in a field;
9. space between points of experience;
10. reduction in rank, status.