

Central Ukrainian National Technical University  
Department of economy, management and commercial activities



**Methodological instruction to the discipline**  
**BUSINESS COMMUNICATIONS**  
**IN PUBLIC AND PRIVATE ACTIVITIES**

for students of higher education,  
specialty D7 «Trade»

educational and professional: «Entrepreneurship and trade in a smart environment»

2025 - 2026 academic year

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## 1. The aim and tasks of the discipline

**The main** aim of teaching the course "Business communications in public and private activities" is to study the theory and practice of business communications, to master the skills of communication behavior in public and private organizations.

The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the national and global marketplace.

The tasks of the discipline "Business communications in public and private activities": explain the essence, purpose, and functions of communication in private public, and interdisciplinary contexts; define the components of the communication process (sender, message, channel, feedback, etc.), analyze potential communication barriers in the public and private sectors and apply modern strategies and adaptive techniques to overcome them, especially in volatile or uncertain conditions, apply communication models and planning techniques in professional settings, including in hybrid and remote formats, with a focus on decision-making under uncertainty, describe and use communication media relevant to business and public organizations and assess their effectiveness in reaching diverse audiences, develop and implement communication strategies and policies in business organizations, taking into account structural specifics, goals, and ethical considerations, demonstrate knowledge of communication theories and concepts, and critically apply them to analyze and improve real-world business communication processes, develop written business communication skills, including emails, memos, business letters, analytical reports, and AI-enhanced texts, enhance oral and interpersonal communication skills through group activities, role plays, business negotiations, and presentations, especially within mixed professional teams; develop the ability to adapt communication styles when interacting with professionals from different domains, particularly in cross-functional business settings; apply skills in communication planning, implementation, and evaluation in organizational contexts, including under dynamic or crisis conditions; use digital communication tools professionally (Zoom, Slack, Trello, email platforms, collaborative cloud tools), and follow best practices in digital etiquette and online leadership; analyze cross-cultural and international communication practices, identify challenges of multicultural collaboration, and propose creative strategies to improve communication effectiveness in global business environments; apply ethical reasoning to communication dilemmas, understand reputational risks, and develop responsible messaging in line with corporate social responsibility principles; identify and apply methods of effective listening, persuasive messaging, public speaking, and audience engagement, including in high-stakes contexts such as international meetings and negotiations; demonstrate persistence and self-efficacy in solving complex communication tasks, including strategic messaging, team coordination, and public engagement in entrepreneurial and commercial contexts.

Prerequisites for studying the discipline (structural and logical scheme of specialist training): considering the sequence of accumulation of knowledge and information, the discipline is studied in parallel with the teaching of the following disciplines: Psychology of development and self-management, Technologies of management of trade activities in

the digital sphere, Civil protection, Entrepreneurship in the SMART environment, Innovative methods of personnel motivation, Logistics strategies in trade and distribution, Strategic and innovative development in the field of entrepreneurship and trade. It is necessary to speak English at the level not lower than B1.

### **Learning outcomes**

As a result of studying the academic discipline, the student of higher education must receive

#### **integral competence:**

the ability to solve complex tasks and problems in the field of entrepreneurship and commerce or in the learning process, which involves conducting research and/or implementing innovations under uncertain conditions and requirements.

#### **general competencies:**

ZK 1. Ability to adapt and act in a new situation.

ZK 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

ZK 5. Determination and persistence in the tasks set and responsibilities undertaken.

#### **special competencies:**

SK3. ability to effectively manage the activities of business entities in the field of entrepreneurship and trade.

SK4. ability to solve problematic issues and make management decisions in professional activities

#### **program learning outcomes:**

PRN 1. Adapt and show initiative and independence in situations that arise in professional activities.

PRN 4. Apply business communications to support interaction with representatives of different professional groups.

PRN 5. Professionally, fully and with creative self-realization perform assigned tasks in the field of entrepreneurship and trade

PRN 9. Develop and make decisions aimed at ensuring the effectiveness of the activities of business entities in the field of entrepreneurship and trade.

PRN 10. Solve problematic issues arising in the activities of business and trade structures under conditions of uncertainty and risk.

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## **2. Program of educational discipline**

### **Theme 1. Business communication: an introduction.**

The role of communication in private and public spheres. The definitions of communication. The purpose of communication. The communication situation. The communication process/cycle

## **Theme 2. Communication and organization structure**

Forms of communication: formal communication; grapevine/informal communication. Barriers of communication. Principles of effective communication. Gateways to effective communication. Seven Cs of communication. Communication in different organizational structures (hierarchical, matrix, agile). Effective communication strategies in conditions of organizational changes and uncertainty. Case studies on communication failures and their impact on business decision-making

## **Theme 3. Employment communication**

Application letter. Resume: contents of a CV/resume; some tips for preparing an impressive CV. References. Discussions in groups: considerations in group discussion; discussion skills. Interview: types of Interview; candidate's preparation; interviewer preparation; Interview Do's and Don'ts. Adapting communication styles to different professional environments. Simulation: onboarding and professional adaptation in a new team. Interdisciplinary job interviews – communication with representatives of different professional fields

## **Theme 4. Communication and technology.**

The role of technological advancement. Communication network: Intranet; Internet. E-mails. Short message service (sms). Teleconferencing. Videoconferencing. Zoom meeting. Managing communication in remote and hybrid teams. Digital etiquette and leadership communication online. Decision-making in digital collaboration platforms (Trello, Slack, MS Teams).

## **Theme 5. Oral communication**

Oral communication: advantages of oral communication: limitations of oral communication Two sides of oral communication. Principles of effective communication. Effective listening. Non-verbal communication. Persuasive communication for business leadership. Handling resistance and conflicts in verbal interactions. Role-play: communication during crisis and rapid changes.

## **Theme 6. Written communication.**

Written communication. Purpose of writing. Principles of effective writing. Writing techniques. Electronic writing process. Internet slang. Chat GPT. Advantages and disadvantages of Chat GPT. Creating business messages in uncertain and crisis situations. Developing adaptive messaging strategies for different stakeholders. Use of AI for decision support in business writing.

## **Theme 7. Business letters and report writing**

Business letters: types of letter; structure of business letter; form of layout; style of presentation/form of letters. Memorandums: purpose of writing memorandums; the memorandum format. Report writing: types of business reports; characteristics and

purpose of a good report; guiding principles of writing a report; preparing a report; structure of a report.

### **Theme 8. Presentation skill**

Presentation: essence. Elements of presentation. Designing a presentation. Using visual aids. Appearance and posture. Rehearsal for presentation. Tips for an effective presentation. Presenting solutions to business problems for interdisciplinary teams. Peer evaluation based on clarity, adaptability, and persuasion. Using presentations for decision-making and leadership influence.

### **Theme 9. Group communication**

Meetings: meaning, objectives and types of meeting; procedure of convening a meeting. Media management. Press releases. Press conference. Media interview. Seminars. Workshop. Conference. Business etiquette. Decision-making models in group settings. Group dynamics in cross-functional teams. Leadership roles in meetings: simulation exercises.

### **Theme 10. Communicating Across Cultures in the global business environment**

Intercultural skills development, managing first meetings; presenting and negotiating across cultures. Collaboration in international and interdisciplinary teams, managing diversity, equity, inclusion and creativity. Integration of ethics and CSR in cross-cultural communication, communicating ESG values to global stakeholders. Addressing ethical dilemmas and conflicting norms, promoting transparency, responsibility and sustainability in line with UN SDGs. Case studies: multinational project communication; ESG-related failures and reputational risks. Strategies for cultural and professional diversity management, fostering creativity with sustainability-oriented messaging and responsible leadership.

## **3. The structure of the teaching discipline**

Names of content topics	Number hours						Number hours					
	full-time						part-time					
	total	including					total	including				
1		p	lab.	ind.	Ind. work	1		p	lab.	ind.	Ind. work	
1	2	3	4	5	6	7		3	4	5	6	7
Theme 1. Business communication: an introduction	7	2				5	9	1				8
Theme 2. Communication and organization structure	7	2				5	9					10
Theme 3. Employment communication	11		2			9	9					10
Theme 4. Communication and technology.	11	2				9	9	1				8
Theme 5. Oral communication	7		4			3	9		1			8
Theme 6. Written communication.	11		2			9	12					12

Theme 7. Business letters and report writing	7	4				3	9					8
Theme 8. Presentation skill	11		4			7	9		1			8
Theme 9. Group communication	7	2				5	9					8
Theme 10. Communicating Across Cultures in the global business environment	11	4	4			3	7					6
Number hours	90	16	16			58	90	2	2			86

#### 4. Topics of practical classes

№	Theme name	Number hours	
		full-time	part-time
1	Theme 3. Employment communication	2	
2	Theme 5. Oral communication	4	1
3	Theme 6. Written communication.	2	
4	Theme 8. Presentation skill	4	1
5	Theme 10. Communicating Across Cultures in the global business environment	4	
	Total	16	2

#### 5. Individual work

№	Theme name	Number hours	
		full-time	part-time
1	Theme 1. Business communication: an introduction	5	8
2	Theme 2. Communication and organization structure	5	10
3	Theme 3. Employment communication	9	10
4	Theme 4. Communication and technology.	9	8
5	Theme 5. Oral communication	3	8
6	Theme 6. Written communication.	9	12
7	Theme 7. Business letters and report writing	3	8
8	Theme 8. Presentation skill	7	8
9	Theme 9. Group communication	5	8
10	Theme 10. Communicating Across Cultures in the global business environment	3	6
	Total	58	86

## 6. Individual tasks

The purpose of completing individual tasks is to deepen knowledge of the discipline «Business communications in public and private activities». It involves in-depth study of such tasks:

1. The presentation on the theme: «The main tips for improve your communication in private and public activities».

2. The report on the theme «Cross Cultural Communication in some country». The country is chosen independently.

3. Written task (approx. 1 page) «Crisis Communication Message».

Instructions: Imagine your company has released a product with a critical defect. Draft an official message to customers explaining the situation, offering an apology, and outlining corrective actions.

4. Written Essay (up to 1000 words). Topic: “Is honesty always the best policy? Ethical dilemmas in internal and external communication.”

5. Presentation on the theme: «Goal: Strengthen intercultural competence» (up to 10 slides)

Instructions: Compare business communication practices between Ukraine and another country (the country is chosen independently). Focus on negotiation styles, email etiquette, formality, and tone.

6. The reflection task of discipline «I am a better speaker among the managers. Why?».

## 7. Teaching methods

During the teaching of the educational discipline "Business communications in public and private activities", the following methods are used:

- verbal (lectures, conversations);

- visual and multimedia, during lectures and practical classes, including with the using of multimedia support;

- interactive learning methods during survey, TED talks, analysis of practical situations, discussion, brainstorming, business games, case study:

1. The Guessing Game.

2. One Word Letters.

3. Study Groups.

4. Team Debate Projects.

5. Peer Mentoring.

- distance learning methods using platforms: Moodle, Zoom, Google Meet.

## 8. Evaluation system and requirements

During the semester, the student can receive max. 100 points, including: first control module – 50 points, second control module – 50 points. According to the current control, the student can score points for activity in lectures and practical classes, identifying the level of preparation of student on the specified topic during the survey, testing, presentation of individual tasks and discussions.

Types of control: current, final.

The control methods: observation of students' educational activities, oral survey, test control.

### Distribution of points for current assessment by types of works

Types of work	Distribution of points in %	The number of points according to the current assessment	Including distribution by foreign controls	
			I	II
Current survey/ testing	14%	14	10	4
Preparation of oral reports and presentations	30%	30	20	10
Participation in group work/simulations	30%	30	20	10
Preparation of a reflective task	26%	26		26
Total	100%	100 points	50	50

Final control form: test.

The semester test consists of assessment the level of mastery of educational material by the student of higher education in lecture, practical, seminar classes and the performance of individual tasks according to the one-level and two-level (“passed”, “not passed”) and ECTS scale of learning results.

The credit assessment criteria:

- "passed" - the student has the stable knowledge of the main concepts of the discipline, can formulate relationships between concepts.

- "not passed" - the student has significant gaps in knowledge, cannot formulate the relationship between the concepts studied in the course, has no idea about most of the basic concepts of the discipline being studied.

### Rating scale: national and ECTS

The sum of points for all types of educational activities	ECTS grading scale	Evaluation by the national scale	
		for an exam, course project (work), practice	For test
90-100	A	excellent	passed
82-89	B	good	
74-81	C		
64-73	D	satisfactory	
60-63	E		
35-59	FX	unsatisfactory with the possibility of retaking	not passed with the possibility of retaking
1-34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

**9. Test tasks:**

1. The main role of communication
  - a. keep your partner
  - b. presentation itself
  - c. sharing the idea
  - d. interact and relate
  - e. missing
  
2. When people in the organization communicate with anyone outside the organization it is called
  - a. internal communication
  - b. external communication
  - c. isolated communication
  - d. visual communication
  - e. public communication
  
3. When the communicator transmits with necessary directives and guidance to the next level, so as to enable them to accomplish his particular tasks
  - a. informing function
  - b. image projecting function
  - c. orientation function
  - d. evaluation function
  - e. instructive function
  
4. Communication helps to make people acquainted with the co-employees, superior and with the policies, objectives, rules and regulations of the organization.
  - a. informing function
  - b. image projecting function
  - c. orientation function
  - d. evaluation function
  - e. instructive function
  
5. Communication is a tool to appraise the individual or team, their contribution to the organization
  - a. informing function
  - b. image projecting function
  - c. orientation function
  - d. evaluation function
  - e. instructive function
  
6. Communication has to inform the society about its goals, activities, progress and social responsibility
  - a. informing function
  - b. image projecting function
  - c. orientation function
  - d. evaluation function
  - e. instructive function
  
7. Communication in an organization is to inform the individual or group about the particular task or company policies and procedures etc.
  - a. informing function
  - b. image projecting function
  - c. orientation function

- d. evaluation function
- e. instructive function

8. Process when the communicator of the information organizes his idea into series of symbols

- a. transforming
- b. encoding
- c. decoding
- d. sending
- e. missing

9. Breakdown of cycle at any level

- a. brain down
- b. brain mistake
- c. brain break
- d. brain drain
- e. missing

10. Which element does not involve into the process of communication

- a. message
- b. encoding
- c. idea
- d. channel
- e. receiver

11. How this type of communication called «When a number of people irrespective of their status, sit down and confer with one another to arrive at a decision acceptable to all»

- a. downward communication
- b. upward communication
- c. consensus
- d. lateral communication
- e. grapevine communication

12. How this type of communication called «This communication flows the message from subordinates to superiors»

- a. downward communication
- b. upward communication
- c. consensus
- d. lateral communication
- e. grapevine communication

13. How this type of communication called «This communication flows between persons at the same hierarchy level either of the same or other department or division of the organization»

- a. downward communication
- b. upward communication
- c. consensus
- d. lateral communication
- e. grapevine communication

14. How this type of communication called «When the communication flows from higher level to lower level»

- a. downward communication

- b. upward communication
- c. consensus
- d. lateral communication
- e. grapevine communication

15. To which barrier does the following belong «Faulty seating arrangement in a hall»

- a. physical
- b. wrong choice of medium
- c. semantic
- d. lateral
- e. visual

16. To which barrier does the following belong «Denotation & Connotations»

- a. physical
- b. wrong choice of medium
- c. semantic
- d. lateral
- e. visual

17. What is the principle of effective communication «The time taken to transmit a message to its destination and speed of the communication system should be considered on the basis of the urgency of communicating the message»

- a. clarity of message:
- b. speed
- c. reliability
- d. content
- e. accuracy

18. What is the principle of effective communication «The message must be meaningful for the receiver, and it must be compatible with his value system»

- a. clarity of message:
- b. speed
- c. reliability
- d. content
- e. accuracy

19. What is the principle of effective communication «The communication medium should ensure precision in the transmission of messages»

- a. clarity of message:
- b. speed
- c. reliability
- d. content
- e. accuracy

20. What is the principle of effective communication «The receiver must have confidence in the sender»

- a. clarity of message:
- b. speed
- c. reliability
- d. content
- e. accuracy

21. What is the type of interview «interview is given to an employee who has resigned or leaving the organisation»
- promotion
  - appraisal
  - exit
  - stress
  - selection
22. What is the type of interview «interview is more informal and serves as induction for new responsibilities and duties»
- promotion
  - appraisal
  - exit
  - stress
  - selection
23. What is the type of interview «interview is to measure the suitability of the candidates for specific jobs»
- promotion
  - appraisal
  - exit
  - stress
  - selection
24. What is the type of interview «interview is used for periodical assessment of employees»
- promotion
  - appraisal
  - exit
  - stress
  - selection
25. What is the type of interview «interview is used for selection for positions in which the person must be able to face difficult situations without getting upset»
- promotion
  - appraisal
  - exit
  - stress
  - selection
26. When we prepare the application letter on which place we must indicate the applicant's address and telephone number
- at the top right corner
  - at the top left corner
  - at the middle
  - at the down right corner
  - at the down left corner
27. How is called summary presentation of person's backgrounds, employments, qualifications and intended career plan
- reference

- b. application letter
- c. CV
- d. presentation
- e. personal information

28. The best size of CV

- a. 2- sentences
- b. 7 sentences
- c. one page
- d. not be more than one or two pages.
- e. not be more than two or three pages.

29. The salient features of group discussion are noted like

- a. involvement, discrepancy, pressure to obey the rules, interaction
- b. involvement, venue of discussion, pressure to obey the rules, interaction
- c. involvement, venue of discussion, participants in group discussion, interaction
- d. involvement, discrepancy, image of participants, interaction
- e. involvement, style and personal character, pressure to obey the rules, interaction

30. Which factors are assessed that most often lead to rejection

- a. interest and enthusiasm
- b. ability express thoughts clearly
- c. overbearing, arrogant or conceited
- d. tact, maturity, courtesy
- e. ability career planning

31. How is called a window to the global superhighway and to the cyberspace

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. SMS
- e. Teleconferencing

32. How is called very short words or sentences sometimes misinterpreted by receiver

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. SMS
- e. Teleconferencing

33. How is called a system of electronic correspondence by which users send and receive message over a network of computer and telecommunication links

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. SMS
- e. Teleconferencing

34. How is called an internal website used in an organization to disseminate business related information and data to employees.

- a. Intranet

- b. Internet
- c. Electronic Mail
- d. SMS
- e. Teleconferencing.

35. How is called an electronic communication between two or more people at two or more locations.

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. Video-conferencing
- e. Teleconferencing

36. How is called a global system of connected independent group of computers.

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. Video-conferencing
- e. Teleconferencing

37. How is called a series of interconnected points or channels communicating with each other.

- a. Intranet
- b. Internet
- c. Computer network
- d. Video-conferencing
- e. Teleconferencing

38. It can be sent to many people simultaneously. It concerns

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. Video-conferencing
- e. Teleconferencing

39. It allows people at different locations to see and hear each other at the same time. It concerns

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. Video-conferencing
- e. Teleconferencing

40. The sender and the receiver are on the same line of the system. It concerns

- a. Intranet
- b. Internet
- c. Electronic Mail
- d. Video-conferencing
- e. Teleconferencing

41. What is the type of meeting «Like parliament, state assemblies, company shareholder's meetings, management-union negotiations, university senate, councils and executives bodies»

- a. giving information
- b. consultation

- c. execution of ideas
- d. structured meeting:
- e. semi-structured meeting

42. What is the type of meeting «Like committees, managing councils and general bodies of voluntary organizations, briefing sessions, advisory bodies and management meetings»

- a. giving information
- b. consultation
- c. execution of ideas
- d. structured meeting:
- e. semi-structured meeting

43. What is the type of meeting «this type of meetings is held to gather new ideas or suggestions for the execution of a task»

- a. giving information
- b. consultation
- c. execution of ideas
- d. structured meeting:
- e. semi-structured meeting

44. What is the type of meeting «This type of meeting is held to consult the members for their views and opinions to reach an effective decision»

- a. giving information
- b. consultation
- c. execution of ideas
- d. structured meeting:
- e. semi-structured meeting

45. What is the type of meeting «: This type of meetings is conducted for sharing information and gathering views and opinions of the participants or members on that information»

- a. giving information
- b. consultation
- c. execution of ideas
- d. structured meeting:
- e. semi-structured meeting

46. How is called an announcement of the important message or development concerning themselves that organization wish to convey to the public at large, through the press and other media.

- a. media conference
- b. press conference
- c. press release
- d. media interview
- e. seminar

47. How is called a discussion in a small group in which the result of research or advanced study is presented through oral or written reports.

- a. media conference
- b. press conference
- c. press release
- d. media interview
- e. seminar

48. How is called when an organization has something newsworthy to tell to the media, and when more in-depth approach and discussion is needed then it is possible to provide by sending out a press release.

- a. media conference
- b. press conference
- c. press release
- d. media interview
- e. seminar.

49. How is called a tool by which an organization presents their good image in front of general public.

- a. media conference
- b. press conference
- c. press release
- d. media interview
- e. seminar

50. How is called a large gathering of persons who meet to confer on a particular theme or to exchange experience or information.

- a. conference
- b. press conference
- c. press release
- d. media interview
- e. seminar

51. Oral communication is

- a. best suited when the communicator and the receiver are beyond oral communication medium
- b. the communication where the message or information exchanges by spoken words
- c. best suited when the receiver and the receiver are beyond oral communication medium
- d. the communication where the message or information exchanges by images
- e. the communication where the message or information exchanges by speaker

52. How is named this stage of listening process «the listener's response to the message may be in words or in body language. The response lets the speaker know whether the listener has got the message and what his/her reaction is»

- a. hearing
- b. interpretation
- c. evaluation
- d. reaction
- e. response

53. How is named this stage of listening process «at this stage the listener decides what to do with the received information. When you are listening to a marketing talk, you may choose to believe or not to believe what you hear. The judgement you make at this stage of evaluation are crucial to the listening process»

- a. hearing
- b. interpretation
- c. evaluation
- d. reaction.

54. How is named this stage of listening process «this depends on the listener's vocabulary, knowledge, experience and so on. If the listener fails to interpret the words correctly the message is misunderstood»

- a. hearing
- b. interpretation
- c. evaluation
- d. reaction
- e. response

55. How is named this stage of listening process «at this stage, the listener simply paid attention to the speaker to hear the message. If you can repeat the speaker's words, you have heard the message»

- a. hearing
- b. interpretation
- c. evaluation
- d. reaction
- e. response

56. Non-verbal communication is

- a. communication which occurs with the help of words
- b. closely associated with the power of observation
- c. best suited when the receiver and the receiver are beyond oral communication medium
- d. the communication where the message or information exchanges by images
- e. the communication where the message or information exchanges by speakers

57. Verbal communication is

- a. the communication where the message or information exchanges by speakers
- b. closely associated with the power of observation
- c. best suited when the receiver and the receiver are beyond oral communication medium
- d. the communication where the message or information exchanges by images
- e. communication which occurs with the help of words

58. Which zone has each communicator

- a. corporate
- b. individual
- c. personal
- d. good
- e. warm

59. How is named this type of body language « The position of hands and legs and other parts of the body reveals not only an individual's state of mind—whether he is vibrant, alive and dynamic, nervous and jittery, confident and self assured etc. but also his grip on the subject matter of communication. An efficient speaker stands tall, feet together with the weight directly over the instep keeping his chin on a line parallel to the floor or at right angles to the backbone»

- a. posture
- b. smile
- c. closing and accessories
- d. chronemics
- e. eye contact

60. How is named this type of body language «... like playing with the ring, twisting a key chain or clasping one's hand tightly may indicate the state of mind of the speaker affecting both the encoding and decoding of his/her message in communication»

- a. posture
- b. smile
- c. gesture
- d. chronemics
- e. eye contact

61. Written communication is

- a. best suited when the communicator and the receiver are beyond oral communication medium
- b. the communication where the message or information exchanges by spoken words
- c. best suited when the receiver and the receiver are beyond oral communication medium
- d. the communication where the message or information exchanges by images
- e. the communication where the message or information exchanges by speakers

62. How is named this principle of effective writing communication « A writing should be shorter by using few words for many. Brevity not only saves the time but also gives grace to the writing »

- a. unity
- b. coherence
- c. avoid jargon
- d. accuracy
- e. brevity

63. How is named this principle of effective writing communication «To achieve clarity in a written communication the principle of coherence should be there. Relation and clarity are two important aspects of coherence»

- a. unity
- b. coherence
- c. avoid jargon
- d. accuracy
- e. brevity

64. How is named this principle of effective writing communication «The subject matter must be correct and accurate. The manner in which the message is transmitted must be correct»

- a. unity
- b. coherence
- c. avoid jargon
- d. accuracy
- e. brevity

65. What is mean «sine die»

- a. genuine, only bonafide members will be allowed to attend the meeting
- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

66. What is mean «in camera»

- a. genuine, only bonafide members will be allowed to attend the meeting

- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

67. What is mean «bonafide»

- a. genuine, only bonafide members will be allowed to attend the meeting
- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

68. What is mean «in toto»

- a. genuine, only bonafide members will be allowed to attend the meeting
- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

69. What is mean status quo»

- a. genuine, only bonafide members will be allowed to attend the meeting
- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

70. What is mean «in toto»

- a. genuine, only bonafide members will be allowed to attend the meeting
- b. in secret
- c. wholly/entirely
- d. the existing condition
- e. indefinitely

71. What is ChatGPT?

- a. a chat application
- b. a language model based on AI
- c. a virtual assistant
- d. a machine learning algorithm

72. What is GPT-3?

- a. a language model
- b. a chatbot
- c. a software based on AI
- d. a machine learning algorithm

73. Who developed ChatGPT?

- a. Google
- b. Microsoft
- c. OpenAI
- d. PyTorch

74. What are the features of ChatGPT?

- a. It provides specific responses to user queries.
- b. It remembers the interactions that it had previously with the user in the same prompt tree and utilizes it to provide information surrounding those responses.
- c. It allows users to have follow-up corrections until he/she gets satisfied with the response.
- d. All of the above.

75. What is one of the benefits of using ChatGPT?

- a. it can be used as a language learning tool.
- b. it can be used as a language translation tool.
- c. it provides specific responses to user queries.
- d. all of the above.

76. What is one of the drawbacks of using ChatGPT?

- a. it may generate incorrect information occasionally.
- b. it can be manipulated to violate policies and restrictions.
- c. it has limited knowledge of the latest technologies and events.
- d. all of the above.

77. How does ChatGPT learn to provide relevant responses to future queries?

- a. by using machine learning algorithms
- b. by using distributed training
- c. by learning from previous conversations
- d. by using evaluation metrics

78. How can a user interact with ChatGPT?

- a. by signing up with an email ID and password
- b. by signing up with a Google or Microsoft account
- c. by modifying the query and posing it again and again
- d. all of the above.

79. What is the purpose of ChatGPT?

- a. to simulate conversation or chat between user and itself
- b. to provide specific responses to user queries
- c. to learn from previous conversations and utilize the same to provide relevant responses to any future queries based on learning
- d. all of the above.

80. What is the conclusion about ChatGPT?

- a. it has no limitations
- b. it is a rapidly evolving field with a lot of growth, potential and development.
- c. it cannot be improved in understanding natural languages, to handle more complex tasks, improvement in increased personalization, integration with other technologies etc.
- d. it is not an excellent virtual assistant.

81. Which of the following is a key characteristic of effective business communication?

- a. Complexity
- b. Ambiguity
- c. Clarity
- d. Irrelevance
- e. Randomness

82. What is a major barrier to cross-cultural communication?

- a. Common goals
- b. Shared vocabulary
- c. Cultural stereotypes
- d. Identical business models
- e. Digital security

83. Which communication method is most suitable for immediate feedback?

- a. Email
- b. Memo
- c. Oral conversation
- d. Newsletter
- e. Infographic

84. What is the main disadvantage of written communication?

- a. Cost
- b. Lack of feedback
- c. Permanence
- d. Legal validity
- e. Richness

85. What is the primary function of a memorandum?

- a. Persuasion
- b. Entertainment
- c. Internal information sharing
- d. Sales promotion
- e. Complaint resolution

86. Which of the following refers to non-verbal communication?

- a. Phone call
- b. Video message
- c. Hand gesture
- d. SMS
- e. Audio note

87. Which one is part of the "Seven Cs" of communication?

- a. Courage
- b. Curiosity
- c. Courtesy
- d. Calculation
- e. Comfort

88. Which tool is best for real-time video communication?

- a. Slack
- b. Google Docs
- c. Zoom
- d. OneNote
- e. Outlook

89. What does "digital etiquette" involve?

- a. Ignoring online messages
- b. Delaying responses indefinitely
- c. Using professional tone online
- d. Copying all contacts in every email
- e. Deleting emails without reading

90. Which principle of communication focuses on tailoring the message to the audience?

- a. Feedback
- b. Clarity
- c. Audience awareness
- d. Format selection
- e. Persuasion

91. What is the purpose of a business report?

- a. Tell personal stories
- b. Present jokes
- c. Analyze and present data for decisions
- d. Promote products directly
- e. Collect signatures

92. Which of the following is a feature of persuasive communication?

- a. Lengthiness
- b. Repetition
- c. Emotional appeal
- d. Monotone delivery
- e. Unclear goals

93. What is ChatGPT best used for in business communication?

- a. Legal approval
- b. Drafting emails or reports
- c. Hiring decisions
- d. Time tracking
- e. Financial auditing

94. What is “encoding” in the communication process?

- a. Interrupting a message
- b. Creating the message using symbols
- c. Deleting unwanted emails
- d. Reacting to the speaker
- e. Translating slang

95. Which statement about intercultural communication is correct?

- a. It’s the same globally
- b. Formality never changes
- c. Visual aids are always confusing
- d. Time perception may vary
- e. Ethics don’t matter

96. What commonly causes misunderstanding in written communication?

- a. Structure
- b. Grammar checks

- c. Technical jargon
- d. Bullet points
- e. Visual icons

97. What is a benefit of using AI in writing business messages?

- a. Inconsistency
- b. Grammar errors
- c. Speed and clarity
- d. Emotional sensitivity
- e. Voice recognition

98. What should be avoided in professional email communication?

- a. Clear subject lines
- b. Formal salutation
- c. Emoji overuse
- d. Signature
- e. Bullet points

99. What type of interview measures a candidate's stress response?

- a. Promotion interview
- b. Appraisal interview
- c. Stress interview
- d. Exit interview
- e. Phone interview

100. Which is a key technique for effective listening?

- a. Interrupting frequently
- b. Looking away while listening
- c. Summarizing main points
- d. Changing the subject
- e. Speaking more than others

## **10. Recommended sources of information:**

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