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FINALTERM EXAMINATION
Spring 2010
ENG201- Business and Technical English Writing (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

Which of the following you consider while making the framework of your table?

- ► **How to order the rows and columns**
- ► **How to align entries in the columns**
- ► **Where to place special notes**
- ► **All of them**

Question No: 2 (Marks: 1) - Please choose one

In which of the following bars are replaced by drawings that represent the thing described?

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- ► **Bar graphs**
- ► **Line Graphs**
- ► **Pictographs**
- ► **Photographs**

Question No: 3 (Marks: 1) - Please choose one

Complete the question tag: They worked for Kaufman's,

- ► Did they?
- ► Haven't they?
- ► Didn't they?
- ► Had they?

Question No: 4 (Marks: 1) - Please choose one

Biased language that might offend the audience is based on ----------

- ► Cultural bias, gender bias
- ► Cultural bias, nationality bias
- ► Unity bias, nationality bias

► None of them

Question No: 5 (Marks: 1) - Please choose one

What is meant by the term 'Connotative'?

► It refers to the literal meaning of words.
► It refers to the associations that are connected to a certain word.
► It refers to general meaning of words.
► It refers to cognitive meaning of words.

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Question No: 6 (Marks: 1) - Please choose one

How can we increase the audience's ability to absorb and remember information from a purely practical standpoint?

► Audience attention
► Presentation
► Speech
► The visual aids

Question No: 7 (Marks: 1) - Please choose one

"I am currently studying veterinary medicine, and I am working part-time at an animal clinic." This statement in the introduction of the speech could best be described as:

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► Gaining attention
► Revealing the topic
► Establishing credibility
► Bragging

Question No: 8 (Marks: 1) - Please choose one

What is meant by task-facilitating roles?

► Suggesting decision-making procedures that will move the group towards the goal
► Drawing out other members by showing verbal support
► Offering to yield on a point in the interest of reaching mutually acceptable decision
► Drawing out other members by showing verbal and non verbal support, praise or agreement

Question No: 9 (Marks: 1) - Please choose one

Choose the correct sentence.

► You may not enter Mr. Harris office without his permission.
► You may not enter Mr. Harrises office without his permission.
► You may not enter Mr. Harrises' office without his permission.
► You may not enter Mr. Harris's office without his permission.

Question No: 10 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

► We ask, therefore; that you keep this matter confidential.
► We ask, therefore, that you keep this matter confidential.
► We ask; therefore, that you keep this matter confidential.
► We ask: therefore, that you keep this matter confidential.

Question No: 11 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

► The order was requested six weeks ago, therefore I expected the shipment to arrive by now
► The order was requested six weeks ago, therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago: therefore, I expected the shipment to arrive by now.
► The order was requested six weeks ago; therefore, I expected the shipment to arrive by now.

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Question No: 12 (Marks: 1) - Please choose one

Choose the sentence with the correct punctuation.

► The American flag has three colors: namely, red, white, and blue.
► The American flag has three colors, namely; red, white, and blue.
► The American flag has three colors; namely, red, white, and blue.
► The American flag has three colors namely, red, white, and blue.

Question No: 13 (Marks: 1) - Please choose one

What is meant by intended reader?

► Simple reader
► Complex reader
► A member of a target audience
► Unplanned reader

Question No: 14 (Marks: 1) - Please choose one

The act of considering or examining something in order to judge its value shows:

- ► Credibility
- ► Evaluation
- ► Conciseness
- ► All of them

Question No: 15 (Marks: 1) - Please choose one

Which method is a bottom-up or generative approach to research?

- ► Pattern method
- ► Hypothesis method
- ► Inductive method
- ► Deductive method

Question No: 16 (Marks: 1) - Please choose one

What are the best persuasive messages closely connected to?

- ► The indirect approach
- ► The positive aspects of your message
- ► The direct approach
- ► The desires and interests of the audience

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Question No: 17 (Marks: 1) - Please choose one

Choose the correct option.

A good business letter is simple and straightforward without being harsh or ____

- ► patriotic
- ► paternal
- ► patronizing
- ► panoramic

Question No: 18 (Marks: 1) - Please choose one

Which type of Visual aid is the most difficult to execute effectively?

- ► Graphics
- ► Projections
- ► Handouts
- ► Film and video

Question No: 19 (Marks: 1) - Please choose one

Choose the correct option.

Feasibility reports are used:

- ► To analyze problems and predict practical alternatives
- ► To control problems, sell products and services
- ► To monitor and control production, sales, shipping, etc.
- ► To solve problems and supply facts

Question No: 20 (Marks: 1) - Please choose one

What is the typical sequence of interviews?

- ► Screening stage and final stage.
- ► Screening stage, selection stage, and final stage.
- ► Selection stage and final stage.
- ► There is no typical sequence of interviews.

Question No: 21 (Marks: 2)

Why Proposals are written?

Proposals: In a proposal, identify a specific problem and state how you will solve that problem. Most organizations rely on successful proposal writing for their continued existence. You will most likely spend a major part of your professional life writing proposals.

Question No: 22 (Marks: 2)

What are the characteristics of a good interviewer?

Good interviewers are good at collecting information, listening, and probing, so should develop set of interview questions and decide on their sequence.

Question No: 23 (Marks: 2)

What is the problem with a double negative in a sentence?

Use only one negative word to express a negative idea. In English, using two negative words to express one negative idea creates a positive rather than a negative interpretation.

Question No: 24 (Marks: 3)

How do Visual Aids support your arguments?

Almost all presentations can be enhanced by the effective use of visual aids. These can include handouts, overhead transparencies, drawings on the whiteboard, PowerPoint slides, and many other types of props. Visual aids are an important nonverbal aspect of your speech that you can control. Once you have chosen a topic, you need to consider how you are going to show your audience what you are talking about.

Question No: 25 (Marks: 3)

What is Analogy?

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example

Here is an example of an analogy:

- A street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

Question No: 26 (Marks: 3)

What are the general rules for capitalizing letters?

Capitalization: Although there are many specialized rules for capitalizing letters, the following four are the most common.

Capitalize **the first words of sentences**, including sentences cited in quotations: The QA engineer has been quoted as saying, "The main source of connector failure found in the analysis is seal deformation caused by pressures in excess of 1000 psig." **Capitalize proper names,** including any particular person, object, place, project, institution, river, vessel, genus, culture, ethnic group, or formal job title. Unless you are following a documentation style that specifies otherwise, capitalize titles of books, periodicals, published and unpublished reports, articles, and document sections. **Rules for Capitalizing Multiple-Word Titles and Proper Names** Unless you are following a documentation style that specifies otherwise, observe the following rules for capitalizing multiple word titles and proper nouns. Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions. Capitalize any word, regardless of the part of speech, if it is the first or last word of the title

Question No: 27 (Marks: 5)

What is coherence and why is it important?

. **What is coherence and why is it important?** Look for ways to improve the coherence of your writing. Coherence is the quality of hanging together,
m
their ideas in specific pattern
document strengthen its impact. Coherence can dramatically improve the reader's ability to understand your material by promot
technical communication and writing because of the inherent comp
level of the whole document, coherence helps to provide the larger picture, in which the connections among the parts o
roadmap to help them anticipate the content of your work. Abstracts, clear titles, introdu
linking various parts of a piece of writing. Look for ways to improve the coherence of your writing. Coherence is the quality of hanging

Question No: 28 (Marks: 5)

What are Test Specifications?

Test Specification:

- *Introduction*
- *Applicable documents:* these documents might describe test procedures on similar products designed and developed in the past

. • *Description of unit to be tested.*

- *Testing method:* this section provides a step-by-step description of the testing Business and Technical English-ENG201 **VU** © Copyright Virtual University of Pakistan 123 procedure.

- *Precautions*
- *Glossary*

Question No: 29 (Marks: 5)

Differentiate between Graphic visual aids and Text visuals.

Good visual Aids are Essential To create instructions that will help your readers and also shape their attitudes in the way that you want, you must pay special attention to instructions. These include visual design, including both page design and the design of the drawings, charts, flow diagrams etc.

Designing and presenting visual aids Two types of visual aids are used to supplement speeches and presentations Text visuals consist of words and help the audience follow the flow of ideas. Because
se text visuals are simplified outlines of your presentation, you can use them to summarize and preview the

Question No: 30 (Marks: 5)

Write down the five purposes of using Colons.

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Colons:

Use *colons* for the following purposes:

- to introduce and emphasize lists, quotations and explanations and certain appositional elements (see Layout)
- to express ratios
- to separate numbers signifying different nouns, such as in separating units of
- time or elements in a bibliographic citation
- to separate titles from subtitles