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	FINALTERM EXAMINATION SPRING 2006 ENG201 - BUSINESS AND TECHNICAL ENGLISH WRITING (Session - 1)	Marks: 50 Time: 120min

StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Tuesday, August 15, 2006

Please read the following instructions carefully before attempting any of the questions:

1. **Attempt all questions. Marks are written adjacent to each question.**
2. **Do not ask any questions about the contents of this examination from anyone.**
3. **If you think that there is something wrong with any of the questions, attempt it to the best of your understanding.**
4. **If you believe that some essential piece of information is missing, make an appropriate assumption and use it to solve the problem.**
5. **Write all steps, missing steps may lead to deduction of marks.**
6. If the whole question is not visible, students should use the scroll bar.

****WARNING: Please note that Virtual University takes serious note of unfair means. Anyone found involved in cheating will get an `F` grade in this course**

For Teacher's use only

Question	1	2	3	4	5	6	7	8	9	10	Total
Marks											
Question	11	12	13	14							
Marks											

Question No: 1 (Marks: 15)

How can informal communication contribute to the goals of formal organization? And in what ways it is dangerous?

Question No: 2 (Marks: 10)

Consider yourself as branch manager of The Bank of Punjab, The Mall Lahore. A customer has a complaint that he was not allowed to enter into your bank as the doors were closing. He has the point that he had to make an urgent and short transaction. The customer's name is Mr. Ehsan Ali. Write an appropriate letter of adjustment to him.

Question No: 3 (Marks: 5)

Choose the best of the following opening paragraphs of claim letters and justify your choice by logical reasons.

In line with your policy on consumer satisfaction published in your recent catalogue, I am requesting a cash refund of Rs.1200/- for a toaster I purchased two weeks ago for cash. The reason I have directed this request to your office is that your department manager said such a refund would not be possible. (Written to the adjustment department manager).

Never in my life have I been treated so rudely as I was the other day in your store, by two Jerks you call employees.
The way I was insulted gave me a good indication of what kind of people you're hiring these days and the standard of your store. I'm so mad I will never go back to your store again.

In the past year I had ordered nearly Rs.5000/-in goods from your store, by mail. Two weeks ago I came there in person and bought a grey overcoat. As I was heavily loaded with packages, I asked the clerk to send the garment to me by store delivery. When the overcoat arrived, I was busy and so did not open the package until two days ago.

Question No: 4 (Marks: 10)

“Listening is the most underrated communication skill “argue by giving at least 4 arguments “for” or “against “this statement to prove your stance.

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

Fill in the blanks with appropriate words**.**

To create a memorable speech the subject of the speech should be related to----------.

► (a) Government’s needs.

► (b) Media’s needs

► (c) Audience’s needs

► (d) None of above

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

Which of the following should be essentially considered during speeches and presentations?

► a- Dress

► b- Time

► c- Microphone

► d- None of above

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

---------- is a nonverbal communication conveyed by posture and movement.

► **a-** expressions

► **b-** body language

► **c-** nodding of head

► **d-** none of the above

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

Implication of a word or a suggestion separate from the usual definition is called

► **a-** Denotation

► **b-** Connotation

► **c-** implementation.

► **d-** none of the above

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

Buffer of a bad news should be

- **a-** explanatory
- **b-** neutral
- **c-** positive
- **d-** negative

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

All seven C's can apply to

- a- Oral communication
- b- Written communication.
- c- Both of the above.

► d- None of the above.

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

Written defamation is called

► a- Slander

► b- Libel

► c- Written disagreeable opinions.

► d- None of above.

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

A semicolon is more --------- than the comma.

► a- Formal

► b- Informal

► c- Useful.

► d- None of above.

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

Salutations are used in

► a- memorandums

► b- Letters

► c- Informal speech.

► d- None of above.

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

A visual consisting of parallel bars representing specific data is called

► a- Line graph

► b- Pictogram

► c- Bargraph

► d- None of above.