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ENG201 Business and Technical English Writing

Final Term Examination – Spring 2005

Time Allowed: 150 Minutes

Please read the following instructions carefully before attempting the paper:

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.

a. If you think that there is something wrong with any of the questions, attempt it to the best of your understanding.

b. If you believe that some essential piece of information is missing, make an appropriate assumption and use it to solve the problem.

c. Write all steps; missing steps may lead to deduction of marks.

****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.**

Total Marks: 40 **Total Questions: 05**

Question No. 1 **Marks : 10**

"Knowing the seven C's, and using them, will help you become a better communicator".
Discuss in detail.

Question No. 2 **Marks : 06**

There is some wrong information in each of the following statements. Re-write by correcting them.

i. A fundamental principle of communication is that the symbols the sender use to communicate messages
must not have essentially the same meaning in both the sender's and receiver's minds.
ii. Bimonthly means both thrice a month and every two months.
iii. A denotation is hardly the dictionary definition of a word.

Question No. 3 **Marks : 15**

Assume for the moment that you are national of a Gulf State stationed in Pakistan. Your vice president of International Marketing in a Gulf State makes this request:

> Please send me pertinent information concerning the economic state, the competitive environment, and the labour market of Pakistan. I need just a brief introductory report before we go into more detail. I would appreciate receiving that information within the next couple of days.

Required: Using the above as a request, compose a short informative report that responds to his questions. Additionally, your report should include the three basic parts of a report: introduction, body or text, and a terminal section.

Question No. 4 **Marks : 04**

Choose the correct word or words that should be used in each sentence listed below:

i. This act will not (effect, affect) my confidence in you.

ii. I am eager to (tell, advise) you that you have succeeded.

iii. (Continuous, Continual) rains are destroying the crops.

iv. We assure you (its, it's) a pleasure to do as you suggest.

Question No. 5 **Marks : 05**

Give short answer.

What is the difference between hearing and listening?