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# FINALTERM EXAMINATION
## Spring 2010
## ENG201- Business and Technical English Writing (Session - 1)

**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?**

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

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**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.

**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? http://www.weblyceum.com**

► Audience attention
► Presentation
► Speech
► **The visual aids**

**Question No: 7 http://www.weblyceum.com ( 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:**

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

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**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 ) http://www.weblyceum.com - 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 ) http://www.weblyceum.com - 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 http://www.weblyceum.com**
- ► 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 are three dimensions? http://www.weblyceum.com**

- ► **Graphics**
- ► Object
- ► Graph
- ► Picture

**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 ) http://www.weblyceum.com - 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 )**

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**Why Proposals are written?**

**Question No: 22 ( Marks: 2 )**

**What are the characteristics of a good interviewer?**

**Question No: 23 ( Marks: 2 )**

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

**Question No: 24 ( Marks: 3 )**

**How do Visual Aids support your arguments?**

**Question No: 25 ( Marks: 3 )**

**What is pronoun case?**

**Question No: 26 ( Marks: 3 )**

**What are the general rules for capitalizing letters?**

**Question No: 27 ( Marks: 5 )**

**What is coherence and why is it important? http://www.weblyceum.com**

**Question No: 28 ( Marks: 5 )**

**Write down the five advantages of using written medium?**

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**Question No: 29 ( Marks: 5 )**

**Differentiate between Graphic visual aids and Text visuals.**

**Question No: 30 ( Marks: 5 )**

**Explain the open ended and close ended questions?.**

**Open-ended questions:** To obtain both factual information and underlying feelings
**Closed-ended questions:** Closed-ended questions require yes or no answers or call for short responses.