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FINALTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing (Session - 2)

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

Which one of these words is not a synonym for "business"?

- ► **capital**
- ► enterprise
- ► project
- ► venture

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

Which of the following presents the main idea before the supporting data?

- ► Strategic plan
- ► Indirect plan
- ► **Direct plan**
- ► Business plan

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

Which question is used to ask about residential status?

- ► **What's your address?**
- ► Where are you from?
- ► Where do you belong to?
- ► Please sign here.

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

Which question asks for advice?

- ► What would you like to know?
- ► **What should I do with my plastic bottles?**

- ► I'm afraid I don't know where the entrance is.
- ► May I help you in any way?

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

Why style guides are widely used in organizations?

- ► To achieve a uniform document
- ► To achieve consistency of style
- ► To achieve good results
- ► **Both i & ii**

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

Claim letter is also called:

- ► Transmittal letter
- ► Credit refusing letter
- ► Adjustment letter
- ► **Complaint letter**

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

Which of the following can be defined as follows

"It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."

- ► Clarity
- ► **Courtesy**
- ► Consideration
- ► Credibility

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

Where we use proper tone from the beginning in a reasonable and understandable way?

- ► **Neutral news message**
- ► Bad news message
- ► Good news message
- ► Business message

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

Which of the following composition process is used in general and specific purpose while developing profile?

► Composing business message
► Defining objectives
► Bad news message
► **Planning business message**

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

Something that stands for or represents something else, especially an object representing an abstraction is called:

► Pagination
► **Symbol**
► Equation
► Acronyms

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

Choose the correct sentence.

► Your award is richly-deserved.
► **Your award is richly deserved.**
► Your award is richly, deserved.
► Your award is richly; deserved.

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

Which word in the following sentence should contain an apostrophe?

Phillipa cannot go to her friends party because her parents have no cars.

► can'not
► parents'
► **friend's**
► car's

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

Choose the correct sentence.

► The tomatoes whom grow in her garden are unlike those you buy in a store.
► The tomatoes who grow in her garden are unlike those you buy in a store.
► **The tomatoes that grow in her garden are unlike those you buy in a store.**
► The tomatoes which grow in her garden are unlike those you buy in a store.

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

Identify the correct subjects and verbs. The subjects are in bold and the verbs are underlined.

► **In the newspaper, an interesting article appeared.**
► In the **newspaper**, an interesting article appeared.
► In the **newspaper**, an interesting article appeared.
► In the newspaper, an interesting **article** appeared.

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

Choose the sentence with the correct punctuation.

► I have been to San Francisco, California, Reno, Nevada, and Seattle, Washington.
► I have been to San Francisco California; Reno Nevada; and Seattle Washington.
► **I have been to San Francisco, California; Reno, Nevada; and Seattle, Washington**.
► I have been to San Francisco California, Reno Nevada, and Seattle Washington.

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

Choose the sentence with the correct punctuation.

► Clothes are often made from synthetic material; for instance, rayon.
► **Clothes are often made from synthetic material, for instance, rayon.**
► Clothes are often made from synthetic material, for instance: rayon.
► Clothes are often made from synthetic material, for instance; rayon.

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

Choose the correct sentence.

► The elections will be held on the first Tuesday, of November, 2008.
► The elections will be held, on the first Tuesday of November 2008.
► The elections will be held on the first Tuesday of November, 2008.
► **The elections will be held on the first Tuesday of November 2008.**

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

Choose the correct sentence.

- ► I am asking if you would like to rollerblade together tomorrow?
- ► I am asking "if you would like to rollerblade together tomorrow"?
- ► I am asking "if you would like to rollerblade together tomorrow."
- ► **I am asking if you would like to rollerblade together tomorrow.**

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

Choose the correct sentence.

- ► Jan asked? "What did Joe mean when he said, 'I will see you later.'"
- ► Jan asked, "What did Joe mean when he said, 'I will see you later?'"
- ► **Jan asked, "What did Joe mean when he said, 'I will see you later'?"**
- ► Jan asked, "What did Joe mean when he said, 'I will see you later'"?

Question No: 21 (Marks: 1) - Please choose one

Which of the following report is often used when sending information to a reader outside the organization?

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- ► Letter reports
- ► Business reports
- ► Formal reports
- ► **Informal reports**

Question No: 22 (Marks: 1) - Please choose one

Choose the correct sentence.

- ► That is a problem who can't be solved without a calculator.
- ► That is a problem that can't be solved without a calculator.
- ► That is a problem whom can't be solved without a calculator.
- ► **That is a problem which can't be solved without a calculator.**

Question No: 23 (Marks: 1) - Please choose one

Which of the following reports represent prefatory parts, text and supplementary parts?

- ► **Formal reports**
- ► Informal reports
- ► Analysis reports
- ► Progress reports

Question No: 24 (Marks: 1) - Please choose one

How many elements are found in general superstructure of reports?

- ► Three
- ► Two
- ► **Six**
- ► Five

Question No: 25 (Marks: 1) - Please choose one

While practicing your speech you should do all of the following except:

- ► **Finish your speech without stopping to correct errors or to restart**
- ► Practice in a singular setting
- ► Keep practice sessions brief
- ► Practice in various settings

Question No: 26 (Marks: 1) - Please choose one

Which of the following proposal section is related to researcher's investigation?

- ► Justification of the study
- ► **Research question**
- ► Definition of terms
- ► Purpose of the study

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Question No: 27 (Marks: 1) - Please choose one

How many elements are found in conventional superstructure for instructions?

- ► Three
- ► Four
- ► **Five**
- ► Two

Question No: 28 (Marks: 1) - Please choose one

Choose the correct sentence.

► You are my friend, however, I cannot afford, to lend you any more money.

► You are my friend, however; I cannot afford to lend you any more money.

► You are my friend: however I cannot afford to lend, you any more money.

► **You are my friend; however, I cannot afford to lend you any more money.**

Question No: 29 (Marks: 1) - Please choose one

How many categories of role playing are used in meetings?

- ► **Three**
- ► Two
- ► Four
- ► Five

Question No: 30 (Marks: 1) - Please choose one

How many elements are found in the conventional superstructure of a progress report?

- ► Three
- ► Four
- ► **Five**
- ► Six

Question No: 31 (Marks: 2)

What are 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

Proposal Structure: • Front matter • Body • Introduction • Technical approach • Management requirements • Work plan • End matter

Question No: 32 (Marks: 2)

What is meant by Organizational Logic?

Organizational logic is the single most important issue in writing a report or article about technology. it is the first thing a person needs to look for when editing document. The ideas in a report or article should be interrelated--seamlessly. They should form a sequence of information that will appear to be predictable or inevitable to readers. In other words, a topic or an idea should anticipate topics or ideas that follow it. As I have said before, a document should have no surprises and no areas of confusion that the readers have to puzzle out for themselves. Edgar Allan Poe, referring to the writing of short stories, gave some advice to writers which we can very well borrow for the writing of reports and articles about high technology. He said that authors should include nothing that does not advance the topic toward it inevitable end. Any thing else is tangent that readers will wander down with the writer and become lost together.

Question No: 33 (Marks: 2)

What are the characteristics of a good interviewer?

Asking yourself the following questions will help you prepare for interviews: What are your respective roles? What does this person expect from you? Is it to your advantage to confirm those expectations? will you be more likely to accomplish your objective by being friendly and open or by conveying an impression of professional detachment? If you're the interviewer, responsibility for planning the session falls on you. On the simplest level, your job is to schedule the interview and see that it's held in a comfortable and convenient location.

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

Intervie w structure

Good interviews have an opening, a body, and a close. The opening establishes rapport anorients the interviewee to the remainder of the session. You might begin by introducing yourself, asking a few polite questions, and then explaining the purpose and ground rules of the interview. At this point, you may want to clear the use of notes or a tape recorder with the interviewee, especially if the subject is complex or if you plan to quote the interviewee in a written documen t such as a business report. The questions in the body of the interview reflect the nature of your relationship with the interview.

Question No: 34 (Marks: 3)

Write down the structure of Short Formal Report.

Memo The most common format for short informal reports within an organization. Memos have four headings: To, From, Date and Subject.

Manuscript For a formal approach, manuscripts range from a few pages to several hundred pages.

Establishing a Basic Structure:

Choice of a structure involves three decisions:

What to say?

Direct or indirect?

Topical or logical organization?

Question No: 35 (Marks: 3)

How can we make analysis report purposeful?

Analysis Reports: The important thing to remember is that no report format is perfect. Company documentation standards attempt to resolve the issue by prescribing a format into which all analysis reports are poured. Report design should be flexible enough to meet a variety of writer purposes and audience needs.

Title page: A title page should be designed with visual order in mind. It should be balanced from top to bottom and from left to right. It should provide enough information for readers to be able to tell what the context of the report is and what the report is about.

Abstracts: Abstracts are condensation of entire reports, focusing on the main issues: what was done, what was found out, and its significance. Abstracts are self-sufficient. The procedure for many companies is to take the abstract from the analysis report, copy it a number of times, circulate it to readers, and allow readers to order the full report if they feel like they need the information

. **Table of contents:** The table of contents provides an outline of analysis reports for readers who do not wish to read the entire report or flip through it looking for the section which contains what they are looking for. It should be made up of headings and subheadings of the report, word-for-word, with the accompanying page numbers.

List of symbols: This is an optional addition to the front matter of an analysis report. Include it if you think the readers will need to have symbols defined. The same thing applies to the inclusion of a glossary.

Introduction: This is the place for the three-part purpose statement introduction. It will orient readers to the main issue of the report, to the technical issues or specifics which are important to the report, and to what the report is intended to accomplish. **Discussion:** The discussion contains an analysis of the technical issues important to the report. It supports the main issue to the report by providing evidence and explanations. It should be subdivided into topics, each with a subheading.

Conclusion: This section presents the results of the analysis, the evaluation of what was presented in the discussion. Sometimes listing the conclusion is a good way to organize them. It calls attention to the conclusion individually, but still enables writers to explain them as is necessary.

Recommendations: Recommendations are optional, not all analysis reports have them. Those reports that do have recommendations, tell the readers what to do with the information provided in the report.

Appendix: Usually this would include derivations of equations, tables of raw data, sample equations, and so forth. But the only way to be certain that what is placed in the appendix belongs there is to assess it within the context of audience needs

Question No: 36 (Marks: 3)

Which phases are involved in decision making of a meeting?

Group decision making Groups usually reach their decision in a predictable pattern. The process can be viewed as passing through four phases: Orientation phase Conflict phase Emergence phase Reinforcement phase In the orientation phase, group members socialize, establish their roles, and agree on their reason for meeting. In the conflict phase members begin to discuss their positions on the problem.

If group members have been carefully selected to represent a variety of viewpoints and expertise, disagreements are a natural part of this phase. At the end of this phase, group members begin to settle on a single solution to the problem. In the emergence phase members reach a decision. Those who advocated different solutions put aside their objection, either because they're convinced that the majority solution is better or because they recognize that arguing is futile. Finally, in the reinforcement phase, group feeling is rebuilt and the solution is summarized. Members receive their assignments for carrying out the group's decision and make arrangements for the following up on these assignments.

Question No: 37 (Marks: 5)

Differentiate between Informal and Analytical Assignments.

Analytical Assignments: Why are we having trouble hiring secretaries? Salaries are too low. What do we pay our secretaries? What do comparable secretaries pay their secretaries? How important is pay in influencing secretaries' job choices?

Why are we having trouble hiring secretaries? • Our location is poor. • The supply of secretaries is diminishing

Informational Assignments: Studies that emphasize the discovery and reporting of facts may be factored by sub-topic. **In order of Importance** Say you are reviewing five product lines. You might organize your study in the increasing order of the amount of revenue they generate. **Sequentially** If you are studying a process, present your information step by step - 1, 2, 3, **Chronology** When investigating a chain of events, organize the study according to what happened in January, what happened in February and so on. **Spatially** If you are studying a physical object, study it left to right, top to bottom, inside to outside. **Geography** If the location is important, factor your study geographically.

Categorically If you are asked to review several distinct aspects of a subject, look at one category at a time, for example sales, profit, or investment.

Question No: 38 (Marks: 5)

What are the purposes of using Colons? Give details.

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

To set off and emphasize lists–The market for photovoltaic power systems includes the following items: intrusion alarms, flood monitors, calculators, and telephone call boxes.

OR

The market for photovoltaic power systems includes the following items:

- intrusion alarms
- flood monitors
- calculators
- telephone call boxes

To set off and emphasize quotations–

The contract reads**:** "DL-400 coaxial cable shall be used for all platform instrument installations at Site 5, unless a specific exception is justified in the approved work order."

Kulik noted**:** "Even potatoes are probably much better guarded today than radioactive materials." Phil Williams, and Paul N. Woessner, "The Real Threat of Nuclear Smuggling,"Scientific American

(Place colons outside quotation marks.)

To set off and emphasize explanations and appositional elements–

In designing the tachometer, the team first posed a question: What operations are needed on the input signal in order to generate the desired output?

To express ratios–

- The ratio of drag torque to bearing friction torque cannot exceed3:1.
- The anti-GAP 43, anti-MAP 2, and anti-synaptophys in antibodies were diluted1:1000, 1:300, and 1:100, respectively, in phosphate-buffered saline containing10% bovine serum albumin.

Andreas Schwarz et al., "A Regulatory Role for Sphingolipids in Neuronal Growth," Journal of Chemical Biology

To separate units of time–

- The main thruster engines ignited at 7:05 a.m. EDT.
- Thu Mar 16 03:21:44 1995
- To separate elements in a citation (in certain documentation styles)
- E. F. Lyon, "Airport Surface Traffic Automation," Lincoln Laboratory Journal 4:151 (1991).

Question No: 39 (Marks: 10)

Suppose you are a Market Surveyor, you were asked by your Manager to evaluate the feasibility of opening a restaurant in Wapda Town community. Write a short memo report in response to the given task

Question No: 40 (Marks: 10)

What is the difference between Feasibility Report and Proposal?

Define value chain management and what is goal of value chain management.
Discuss 10 medium of advertising.
Define retailing?
Discuss distribution mix and party involve in distribution.
Define communication and how it occurs in management?
Discuss product lay out and it process?

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