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	FINALTERM EXAMINATION SPRING 2006 ENG201 - BUSINESS AND TECHNICAL ENGLISH WRITING (Session - 3)	Marks: 44 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	15	16	17	18	19	20	
Marks											
Question	21										
Marks											

Question No: 1 (Marks: 10)

The paragraphs of Usman Ahmad's memo got mixed up on the word processor and they were not numbered. Write the correct order you think they should be in .Two paragraphs are numbered for you as an example.

MEMO

July15, 2006
From: Usman Ahmad
To: Sajid Ali, Managing Director

Subject: Quarterly Report on office furniture

(3) The first point to stress is that following the acquisition of the Ashiana Group and Shopper's inn last year, Ashiana international the renamed division , experienced a year of consolidation and profit growth this year.

Ashiana International is experiencing profitable growth pattern. In marketing terms, the major events include the collaboration with British companies. A Spanish interior range was also launched which was received and projects sales for next year are encouraging.

Here are the results of my analysis of the international performance of Ashiana International together with some prediction for the future development of the business furniture market.

The Ashiana International traded exceptionally well during the year, and new products were introduce to extend the new range. The market condition in Germany and Holland were very favorable and Ashiana looks able to tae further advantage of this with new furniture ranges to be launched in these countries in a couple of years.The Swiss Company continues to develop its own market and last year significantly its activity in Southern Europe. However market condition in the USA were not so favorable for Ashiana International but the opening of the showroom in New York should indicate a return to growth in the USA in coming years.

(1) I must apologize for the late submission of my report, but the delay was partly connected with my visit to our Spanish outlet, I had

to step in at the last moment for the Sales Manager, who unfortunately suffered a car accident

Overall, the past year has been a favorable one for the Ashiana International in all three European regions. This has been the case despite the variable conditions from cou8ntry to country. The prospects for the coming years look favorable on the whole, and only the situation in the USA may give some cause for concern.

At the same time marketing activity was strengthened by the opening new showrooms for Ashiana at the new International design Centre in New York City and for Spain in the office and the factory complex just outside Milan. WE also had good production results to show in in our three major European regions.

Question No: 2 (Marks: 15)

A software house is looking for a person having masters degree in computer science along with four years experience, he should have proficiencies in data base, web designing, networking and architecture in a trouble shooting environment, he should also be competent in human resource management to fill a challenging position in an organization, make a CV which will enable you to win the required job.

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

Look at these extracts from correspondence. What does the writer want to know in each case?

In view of these circumstances, may we receive your assurance that, assuming we will not be receiving the shipment before July 2, you will be prepared to offer us a discount of 10 percent on the quoted price?
They want us to let them know if we -------

- ► (a) Can give them a discount
- ► (b) Will ship before July 2

► (c) Will give them a discount if shipment is delayed

► (d) None of the above

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

Would you be kind enough to inform us whether the price you have quoted
for the units does or does not include a twelve month service contract,
which we understood to be part of our agreement with you?

They want us to let them know----------

► (a) If we are providing a year's free service

► (b) How much our service costs

► (c) How much the units will cost

► (d) None of the above

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

We would like you to provide us with a detailed specification of the
machine so that we may consult our production managers regarding the
suitability of the equipment for installation in our assembly plants. Please
bear in mind that power requirement of each unit are of particular
importance.

They want us to let them know if ----------

► If our machines are suitable for their requirements

► (b) If we have consulted their managers about this

► (c) As much as possible about the machine

► (d) None of the above

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

It appears that there may have been some confusion between your quotation ER889 and ER887 and that the quantities of the former may have been inadvertently entered in the latter. We would be grateful if you could check this and inform us if an error appears to have arisen.

They want us to let them know if there is an error in our --------

► (a) quotation ER889

► (b) quotation ER887

► (c) Quotations ER889 and 887.

► (d) None of the above

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

Bearing in mind the difficulties you are having obtaining components , we were wondering whether we might expect delivery of the goods

during the next two weeks or whether there is
likely to be still further delay.

They want us to let them know---------

- (a) What difficulties we are having
- (b) What components we are obtaining
- (c) When the goods will be delivered
- (d) None of the above

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

Which of the following is most unequivocally an advantage of written (as opposed to oral) communication?

- (a)Concreteness and permanence
- (b)Opportunity for feedback
- (c) Susceptibility to duplication
- (d) Clarity of expression

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

If a supervisor in the sales department requests the help of the Personnel director in a complex disciplinary mater, communication flow is said to be:

- A. Vertical
- B. Horizontal

- C. Lateral
- D. Diagonal.

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

Which of the following might inhibit upward communication?

- 1. Organizational Politics
- 2. Class perceptions
- 3. Employees aspirations
- 4. Lack of Trust
- 5. All of the above

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

’jargon’ means

- 1. Wordiness
- 2. Technical language of an occupational group.
- 3. Joint venture.

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

’Grapevine’ suggests

- 1. Formal communication
- 2. Non-verbal communication
- 3. Informal communication

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

Brief proposal should have ---------- summary.

- a- executive
- b- proper
- c- detailed
- d- accurate

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

Visual aids are helpful in----------.

- a- oral presentation
- b- written presentations
- c- both a and b
- d- none of the above

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

Proposals are ----------, easily classified into research proposals and business proposals.

- a- documents
- b- written communication
- c- plans
- d- sales presentations

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

The ---------- method of oral presentation involves significant preparation by the presenter.

- *a*- extemporaneous
- b- reading
- c- memorization
- d- impromptu

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

---------- is used in a letter to emphasize a point or to include a brief personal message.

- a- foot notes
- b- post script

.

- c- end notes
- d- all of the above

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

---------- provides a studied opinion on the *value* or *worth* of something.

- a- Evaluation report
- b- Research report
- c- Feasibility report
- d- none of the above

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

When the audiences are receptive to the message then it is recommended to use

- a- indirect approach
- b- direct approach
- c- persuasive request
- d- none of the above

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

The problem that occurs during the editing phase of a document is called

- a- organizational problem
- b- functional problem
- c- both a and b
- d- none of the above

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

While using numbers in non scientific text, one should spell out numbers which are--------.

- (a) less than fifty
- (b) less than one hundred
- (c) less than one thousand
- (d) None of above