

**FINAL TERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 1)**

Ref No:  
Time: 90 min  
Marks: 55

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

Even the salutation and the complementary close have no punctuation in:

▶ Open punctuation

- ▶ Standard punctuation
- ▶ Close punctuation
- ▶ Long punctuation

**Question No: 2 ( Marks: 1 ) - Please choose one**

What is CD-Rom database?

▶ It is used to put information in a form that is easy to digest

- ▶ It is used to play computer disk
- ▶ It is a tool used during the high level meetings
- ▶ It is a tool to download songs

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

message of congratulation or commendation is much like the message of:

- ▶ Condolence
- ▶ Appreciation
- ▶ Refusal
- ▶ Acceptance

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

letter that completes a valid contract between a buyer and a seller is called:

- ▶ An order letter
- ▶ An acknowledgement letter page 84
- ▶ An inquiry letter
- ▶ A sales letter

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

► five

► two

► four 161 page

► one

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

----- reports are usually short messages with natural, casual use of language.

► Conference

► Periodic

► Informal page 124

► Formal

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

-----is often used when sending information to a reader outside your organization.

► Letter page 127

► Memo

► Minutes

► Application

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

For a good communicator, it is important to predict how the customer will respond and this aspect is called:

► Perception

► Perfection

► Personality

► Practice

: Perception: They are able to predict how you will receive their message

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

There are ----- negotiation strategies.

- ▶ Two
- ▶ Three

▶ [Four page 186](#)

- ▶ Five

win-win  
win-lose  
lose-win  
lose-lose

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

---

How many types of power are in negotiation?

▶ [Five page 188](#)

- ▶ Seven
- ▶ Six
- ▶ Four

Expert  
Referent  
Coercive  
Reward  
Consultancy

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

---

Which is an active process of receiving aural stimulus?

▶ [Listening page 192](#)

- ▶ Thinking
- ▶ Talking
- ▶ Silence

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

---

According to Psychologists, 50 percent of an interview's decision is made within how many seconds?

- ▶ First 30 seconds
- ▶ 60 to 90 seconds
- ▶ 30 to 60 seconds page 172
- ▶ 40 to 50 seconds

Psychologists say that 50 percent of an interview's decision is made within the first 30 to 60 seconds

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

---

Which one of the subjects is not the part of communication?

- ▶ Semantics (the study of word choice)
- ▶ Linguistics (the study of language)
- ▶ Rhetoric (the study of writing and speaking effectively)
- ▶ Geology

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

---

AGM stands for:

- ▶ A Great MeetingAnnual
- ▶ Annual General Meeting
- ▶ All Group Members
- ▶ Annual body of members

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

---

Claim letter is also called:

- ▶ Complaint letter
- ▶ Adjustment letter
- ▶ Credit refusing letter
- ▶ Collection letter

page 90

Their complaints should not be called complaint letters, because complaint connotes irritation, unpleasantness, negativism, and even anger. Using a word with such negative connotations could lead to a bad attitude toward customers. Letters about such complaints should be called claim letters.

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

Complaint letter should be called-----.

- ▶ persuasive letter
- ▶ [claim letter](#)
- ▶ inquiry letter
- ▶ sales letter

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

There are ----- types of job letters

- ▶ [two](#)
- ▶ three
- ▶ four
- ▶ five

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

Which tests do provide quantitative information about a candidate's skills, attitudes, and habits?

- ▶ Written tests
- ▶ [Pre-employment tests](#)
- ▶ Oral tests
- ▶ General tests

[Pre-employment tests attempt to provide objective, quantitative information about a candidate's skills, attitudes, and habits.](#)

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

\_\_\_\_\_ A person has to follow three steps for an oral presentation which are: 1. planning your presentation, 2. ----- your presentation, 3. completing your presentation.

- ▶ learning

- ▶ speaking
- ▶ writing
- ▶ listening

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

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

In APA format, if you are directly quoting something in your research paper from another work, you will need to include the author's last name, year of publication, and the ----- for the reference.

- ▶ author's birth date
- ▶ page number
- ▶ name of book
- ▶ title page

When using APA format, follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, E.g., (Jones, 1998), and a complete reference should appear in the reference list at the end of the paper.

**Question No: 21 ( Marks: 2 )**

Write a note on negotiation in an interview process.

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

Write a brief note on Quasi-Experimental Research.

Quasi-Experimental Research

A quasi-experimental design is one that follows the general procedures of experimental research, without the use of control group or without random assignment, since random assignment or the use of control groups is often not feasible in educational settings.

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

What do AGM and BATNA stand for?

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

Write a note on body language, voice quality and visual aids during the presentation.

**Body Language:** Stand rather than sit when you are delivering your presentation and try to be

aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

**Voice Quality:** You must be clearly audible at all times – don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

**Visual aids:** You your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

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

---

Write a note on thinking stage in a research.

**Be inclusive with your thinking.**

Don't try to eliminate ideas too quickly.

Build on your ideas and see how many different research projects you can identify.

Try and be creative.

**Write down your ideas.**

This will allow you to revisit an idea later on.

Or, you can modify and change an idea.

write your ideas they tend to be in a continual state of change

Good feeling to sit down and scan the many ideas

**Try not to be overly influenced at this time by what you feel others expect from you** (your

colleagues, your profession, your academic department, etc.).

- You have a much better chance of selecting a topic that will be really of interest to you if it is your topic. .

**Don't begin your thinking by assuming that your research will draw international attention to you!!**

Instead, be realistic in setting your goal.

- Make sure your expectations are tempered by:

- The realization that you are fulfilling an academic requirement,

**Be realistic about the time that you're willing to commit to your research project.**

If it's a 10 year

project that you're thinking about admit it

- Create a draft of a timeline. the next item)

- put a start and a finish time for each.

- Post your timeline in a conspicuous place (above your computer monitor?) so that it continually

reminds you how you're doing.

- Periodically update your timeline with new dates as needed.

- If you're going to ask for a leave of absence from your job while you're working on your research

this isn't a good time to do it. Chances are you can do the "thinking about it" stage without a leave of absence.

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

---

What are the qualities of a good market report?

**Qualities Of A Good Market Report**

A person writing a Market Report should have a comprehensive knowledge of the matter that has

to be reported. He must always keep in mind the following points.

1. Normally a Market Report is not personal. It should be written using third person and the past tense.
2. It should be easy so that general readers can understand the technical terms used in the report.
3. There should be a good analysis of changes of prices and demand and supply relationship.
4. Words should be used economically. Unnecessary details must be avoided. It should not be so short that misses the essential information.
5. Market Report should be based upon the facts. Events should be written in the minute details. Any writer of Market Report should be unbiased while concluding his report.

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

---

Write a note on minutes of formal meetings.

Ans:

Minutes of meetings that follow parliamentary procedure are somewhat different in form from the informal minutes illustrated here. Formal minutes do not include discussions. Only motions, resolutions, committee assignments and reports, and other specific accomplishments are included. Topical headings are used for easy reference and how the recorder has briefly summarized a speaker's remarks. Note, too, that motions should be worded specifically followed by the name of the person who made the motion and the name of the seconded.

Resolutions to express sympathy, appreciation, congratulations, and the like are often passed at formal meetings.

The paragraphs giving the reasons for the resolution are introduced by the word WHEREAS (followed by a comma) and that the paragraphs stating the action to be taken are introduced by the word RESOLVED (also followed by a comma).



Time & Place: The regular monthly meeting of the Historical-Commercial Club of Lahore was called to order by the president, Naeem Ahmad, on Friday, February 8, 2006, at 2 pm in the Jinnah room of the Plaza Hotel

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

What are the advantages of 'electronic media' in the new business world and how does it help in effective communication?

Ans:

**Advantage of electronic Media**

Communicating is a key requirement for any successful business and everyone trying to develop a striving career. But communication is not as simple as speaking a few words. In business, you need to consider carefully how to communicate to your target audience.

electronic media such as email into this category. The key advantage of written communication is that you have a written record of what was communicated, when and to whom. It does not leave any doubt about what was agreed and therefore forms the basis of organizational communication.

Electronic media (or storage devices) are of different types based on technique used for storing information. e.g. Flash memory based, Optical Storage (DVD, CD) or more traditional magnetic storage devices (floppy discs/storage tapes/hard disks)

There is many ways of electronic communication but email offers speed, low cost, increased access to other employees, portability, and convenience (not just overcoming time-zone problems but carrying a message to many receivers in one time). It's best for communicating brief, noncomplex information that is time sensitive, but its effectiveness depends on user skill. Because the turnaround time can be quite fast, email tends to be more conversational than traditional paper-based media.

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

\_\_\_\_\_ In extemporaneous method of oral presentation how does the presenter conduct his presentation?

Ans:

**Presentation**

This action of communication in which one speaker is doing most of the sending and a number of listeners are doing most of the receiving is known as oral presentation

**Extemporaneous of oral presentation**

In this method the delivery is very carefully planned and practiced and speaker, makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone.

Reading In this method the whole presentation is read aloud. It helps a speaker when the presentation has technical or complex topic. If you choose to read your speech, practice enough so that you can still have eye contact with your audience, otherwise, your speech may become boring.

For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin are pronunciation aids or suggestions as to where to look in an audience.

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

Describe the various personal styles in negotiation.

Ans:

**Personal Styles in Negotiation**

- Whenever people come together to negotiate, they bring their own personal styles, and these affect

the way they communicate and handle the conflict.

- **Self-denying;**

- people difficult to negotiate, are introverted and reticent with information(feedback),hide their their feelings

- **Self-protecting:**

- People use divisionary tactics, discussing other people or side tracking to other issues hide their true feelings

- **Self-exposing:**

- People wish to be centre of attention, demand this attention by speaking loudly, speak over other use attention-seeking body movement or by ignoring feedback and other's view

- **Self-bargaining:**

- People show feeling if you show yours. wait until you lead them in negotiation open up when others initiate the process

- **Self-actualizing:**

- People ideal negotiators , want information and feedback from others, present information

constructively to aid the negotiation process, achieve goal without conflict(berriers)

**FINAL TERM EXAMINATION**

**Spring 2010**

**ENG301- Business Communication (Session - 4)**

**Ref No: 1391312**

**Time: 90 min**

**Marks: 55**

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

----- is often effective for getting a motivational message out to a large number of people.

- ▶ Groupware
- ▶ Videotape
- ▶ Software
- ▶ Teleconferencing

Ref: Oral Communication may take the form of

- staff meetings report, face to face discussions,
- Presentation, audio tapes, telephone charts,
- teleconferences, or videotapes.

**Question No: 2 ( Marks: 1 ) - Please choose one**

Which one is called the dictionary definition of the word?

- ▶ Connotation
- ▶ Denotation
- ▶ Fascination
- ▶ Illustration

A denotation is usually the dictionary definition of word. Denotation meanings name objects, people or events without indicating positive or negative qualities. Such word as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which word is used

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

----- A  
standing committee is one that operates permanently:

- ▶ Month after month
- ▶ Week after week
- ▶ Year after year page 117
- ▶ After six months

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

Task force is ----- after solving a specific problem, assigned to them.

- ▶ engaged to other problems

▶ [disbanded page 117](#)

- ▶ engaged to routine work
- ▶ sent on leave

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

Reports, which show “progress,” accomplishments, or activities over time or at a given stage of a major assignment are known as -----.

- ▶ feasibility report
- ▶ periodic reports
- ▶ conference reports
- ▶ [progress reports page 125](#)

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

\_\_\_\_\_ An applicant should show interest in the job during the which stage?

- ▶ Screening stage
- ▶ [Selection stage page 168](#)
- ▶ Final stage
- ▶ First stage

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

Which types of interview are useful for judging interpersonal communication among candidates?

- ▶ [Group Interviews page 168](#)
- ▶ Video Interviews
- ▶ Stress Interviews

- ▶ Structured Interviews

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

----- means preparing every message keeping receivers in mind.

- ▶ Conciseness
- ▶ [Consideration page 30](#)
- ▶ Concreteness
- ▶ Correctness

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

How many types of power are in negotiation?

- ▶ [Five 188 page](#)
- ▶ Seven
- ▶ Six
- ▶ Four

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

----- The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ [begin page 45](#)
- ▶ end
- ▶ write
- ▶ conclude

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ [Best alternative to a negotiated agreement page 191](#)
- ▶ Best approach to a narrative agreement

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

----- A good research proposal is that which is :

- ▶ [Narrowly defined](#)
- ▶ Broadly defined

- ▶ Without any limit
- ▶ Good copy of plagiarism

Focus your research very specifically. Don't try to have your research cover too broad an area. Now you may think that this will distort what you want to do. This may be the case, but you will be able to do the project if it is narrowly defined. Usually a broadly defined project is not do-able.

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

While delivering an oral presentation to large groups, a person should use what kind of style?

- ▶ Casual
- ▶ Informal
- ▶ Formal
- ▶ Interpersonal

Organize language speeches and presentations like formal reports.

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

What is a delivery method of oral presentation in which speech is made without any preparation or made on the spur of the moment?

- ▶ Extemporaneous
- ▶ Impromptu
- ▶ Reading
- ▶ Writing

It means a speech made without any preparation or made on the spur of the moment. In so many situations you are asked to make a speech or offer your comments, when you're asked to speak "off the cuff", take a moment or two to think through what you're going to say. Avoid the temptation to beat about the bush.

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

Pitch range, rhythm control, tempo and articulation control are aspects of which one of the followings:

- ▶ Touching behaviour
- ▶ Paralanguage
- ▶ Proximity
- ▶ Artifacts

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

Collection letter should be:

- ▶ Emotional
- ▶ Persuasive
- ▶ Demanding
- ▶ Critical

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

Theories of communication have made the concept of communication:

- ▶ Vague
- ▶ Clear
- ▶ Unpractical
- ▶ Conditional

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

In a claim letter, the initial statement should contain:

- ▶ good news page 92
- ▶ bad news
- ▶ mixed news

- ▶ ambiguous

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

----- letter is a reply to a complaint.

- ▶ An inquiry
- ▶ [Adjustment page 91](#)
- ▶ Collection
- ▶ Sales

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

----- All pieces of literature, key journals and books referred to in a research proposal should be listed at the end of the proposal. It is called----- section of thesis.

- ▶ tables and figures
- ▶ appendices
- ▶ [bibliography page 205](#)
- ▶ index

**Question No: 21 ( Marks: 2 )**

Which things are included in personal data while writing a resume?

Personal Data

Leave personal interest off your resume-unless including them enhances the employer's understanding of why you would be the best candidate for the job.

Experts also recommend excluding salary information, reasons for leaving jobs, names, of previous supervisor etc

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

Write a brief note on Quasi-Experimental Research.

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

What is a subject line?



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

Write a note on thinking stage in a research.

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

What is the purpose of a business report?

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

\_\_\_\_\_ You should consider the audience's concerns while giving an oral presentation. Discuss.

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

\_\_\_\_\_ For an effective business message beginning and ending should be impressive'. Do you agree with this statement?

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

How does thinking speed affect our listening oral communication?

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

What are the points to be considered while doing audience analysis?

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

What points should we keep in mind while writing resumes and application letters?

**FINAL TERM EXAMINATION  
Spring 2010  
ENG301- Business Communication (Session - 4)**

**Ref No: 1391222  
Time: 90 min  
Marks: 55**

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

-----is included to remind the reader to check for additional pages of information.

- ▶ Copy of notation
- ▶ Enclosure
- ▶ Subject line
- ▶ Attention line

**Enclosure(s)**

An enclosure or attachment notation is included to remind the reader to check for additional pages of information. The enclosure is typed single or double space below the reference initials.

**Question No: 2 ( Marks: 1 ) - Please choose one**

Letters, pamphlets, annual reports, interviews are part of ----- communication.

- ▶ external communication
- ▶ internal communication
- ▶ written communication
- ▶ verbal communication

**Ways of External Communication**

- Letters, pamphlets, annual reports, interviews with the news media, etc.

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

----- It describes the condition of a commodity in the market on a certain date for a specific period.

- ▶ Letter report
- ▶ A market report
- ▶ Progress report
- ▶ Periodic report

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

Which writing style characterizes memos?

► Informal page 113

- Formal
- Impersonal tone
- Neutral

Informal writing style characterizes the memos

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

----- is a group of people who are appointed to solve a specific problem. ----

- A standing committee
- A committee
- A task force page 117
- A help desk

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

----- In which type of resume, the work-experience section dominates after name, address and objective.

- The Chronological Resume
- The Functional Resume
- The Combination Resume
- Job oriented Resume

The Chronological Resume

In a chronological resume, the work-experience section dominates, immediately after the name and address and the objective.

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

----- In win-lose strategy, the problems or conflicts are focused and the party is satisfied due to:

- Initiator
- Both parties

▶ [One party page 186](#)

▶ Second party

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ [Best alternative to a negotiated agreement page 191](#)
- ▶ Best approach to a narrative agreement

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

▶ [Preparing the Proposal page 195](#)

- ▶ Writing the Research Paper
- ▶ Making an outline
- ▶ Thinking about It

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

\_\_\_\_\_ The speaker makes a presentation with the help of an outline, note cards, or visual aids in which method of delivery?

Writing

- ▶ Memorization
- ▶ Reading
- ▶ [Extemporaneous](#)
- ▶ Writing

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

\_\_\_\_\_ It is saying what you want to say in the fewest possible words without sacrificing the other qualities. In it, the message is complete without being wordy. It increases emphasis in the message.

Match this statement with one of the following principles of communication:

► Conciseness

- Courtesy
- Consideration
- Completeness

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

Fisher and Ury (1991) developed a concept known as :

► Principled bargaining page 190

- Negotiation
- Communication
- No communication

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

Collection letters are usually written in:

- Line
- Series
- Serial
- Steps

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

\_\_\_\_\_ The form of communication used most of the time for written messages to persons inside your organization is called:

► Memorandum

- Business letter
- Pamphlet
- Adjustment letter

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

Making feedback more useful which aspect is the most important from the followings:

► Planning how and when to accept it.

- Being receptive to your audience's responses.
- Encouraging frankness.
- Using it to improve communication.

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

\_\_\_\_\_ In  
which letter, you need to start by capturing the reader's attention and interest.

► Unsolicited page 161

- Formal
- Informal
- Solicited

In an unsolicited letter, you need to start by capturing the reader's attention and interest. Aida

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

There are ----- types of job letters

► two

- three
- four
- five

Two Types of Job Letters

Solicited application letter is in response to an announced job opening - you'll usually know what

qualifications the organization is seeking. You'll also have more competition because hundreds of other job

seekers will have seen the listing and may be sending applications too.

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

Which thing does reveal something about a candidate's personality and professionalism during an interview?

- ▶ Style of talking
- ▶ Manners
- ▶ Physical appearance
- ▶ Eye contact

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Physical appearance is important because clothing and grooming reveal something about a candidate's personality and professionalism

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

---

Which of the following is a part of informal communication?

- ▶ Memo
- ▶ Letter
- ▶ Faxes
- ▶ Casual Communication among employees

Informal Internal Communication

• Every organization has an informal communication network - a grapevine - that supplements official channel. It is important source of information. It is casual conversation of an organization

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

---

In a claim letter, the initial statement should contain:

- ▶ good news
- ▶ bad news
- ▶ mixed news
- ▶ ambiguous

**Question No: 21 ( Marks: 2 )**

Write a note on beginning of a thesis.

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

Name two types of memo reports.

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

What are key advantages of a chronological resume?

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

How do we write short quotations in a thesis paper?

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

What is a group interview?

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

Write a note on progress report.

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

Your attitude is very important in order to understand reader's point of view. Discuss.

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

Write a note on literature review and methodology in thesis writing.

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

Define a formal report. Make a list of different parts of a formal report.

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

In extemporaneous method of oral presentation how does the presenter conduct his



presentation?

**FINALTERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 1)**

**Time: 90 min**  
**Marks: 55**

● Shine angel ● Saimi Shah

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

----- is the process of drafting your message.

▶ Composing 47 page

- ▶ Editing
- ▶ Revising
- ▶ Reviewing

**Question No: 2 ( Marks: 1 ) - Please choose one**

'AMS' is the abbreviation of:

▶ Administrative Management Society

- ▶ Alcholic Member Society
- ▶ Advanced Management Society
- ▶ Asian Management Society

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

How many basic divisions of a formal report are?

▶ Two

▶ Three page 132

- ▶ Four
- ▶ Five

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

▶ five

▶ two

▶ four

▶ one

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

Sales letters start with:

- ▶ An easy and effective way

▶ An attention-getting device

- ▶ Interesting news
- ▶ Buffer

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

-----is one of the members who monitors a committee's financial activities.

▶ Treasurer

- ▶ Advisory
- ▶ Controller
- ▶ Secretary

The Treasurer's Role: to monitor the committee financial activities

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

In which communication expressions are not encoded in words?

▶ Non-verbal

- ▶ Verbal
- ▶ Written
- ▶ Verbal and written

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

Personal space varies according to:

- ▶ Situation
- ▶ Culture, status page 17
- ▶ Medium
- ▶ Channel

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

\_\_\_\_\_ An applicant should show interest in the job during the which stage?

▶ Screening stage

▶ Selection stage

▶ Final stage

▶ First stage

Best approach during this selection stage on interviews is to show interest in the job,

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

BATNA stands for :

▶ Better acknowledged to narrative agreement.

▶ Best approach to a non related assignment.

▶ Best alternative to a negotiated agreement

▶ Best approach to a narrative agreement

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

▶ Preparing the Proposal

▶ Writing the Research Paper

▶ Making an outline

▶ Thinking about It

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

Proposal should be written in a :

▶ Future tense.

▶ Past tense

▶ Present tense

▶ Present continuous

page 196

Of course, it should be written in a future tense since it is a proposal.

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

\_\_\_\_\_ The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and which thing is missing?

► To entertain

- To instruct
- To have a good interaction
- To talk to others

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and to entertain

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

Which one is national variable from the followings?

- 
- Time
  - Space
  - Economics page 36
  - Food

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

Which of the following complimentary close is accurate in general letter writing?

- Yours sincerely,
- Sincerely,
- Yours respectfully,
- All of the above

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

---

Complaint letter should be called-----.

- ▶ persuasive letter
- ▶ claim letter
- ▶ inquiry letter
- ▶ sales letter

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

Minutes, which tell more of the story of what happened and who said what at a meeting are:

- ▶ Resolution minutes
- ▶ Narrative minutes
- ▶ Informal minutes
- ▶ Formal minutes

Narrative Minutes( fuller picture & view)

Sometimes referred to as minutes of narration, narrative minutes tell more of the 'story of what happened and who said what at a meeting.

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

\_\_\_\_\_ In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

- ▶ Written tests
- ▶ Oral presentation
- ▶ Interview
- ▶ Group discussion

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

Which tests are designed to check competency or specific abilities of a candidate to perform a job?

- ▶ Psychological tests
- ▶ Drug tests
- ▶ Job skills tests
- ▶ General tests

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

In APA format, if you are directly quoting something in your research paper from another work, you will need to include the author's last name, year of publication, and the ----- for the reference.

- ▶ author's birth date
- ▶ page number
- ▶ name of book
- ▶ title page

When using APA format, follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, E.g., (Jones, 1998), and a complete reference should appear in the reference list at the end of the paper.

**Question No: 21 ( Marks: 2 )**

Describe the use of visuals in a thesis paper.

Answer:

Visual such as table figures included graph , charts, drawing and photograph. Try to keep these visual as simple as possible and clearly label each visual with an Arabic numerical and included the title of the visual . the table and title should appear on separate line

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

Write the format of a short report.

Answer: Format of short reports:

- 1) For brief external reports, use the letter format , including such as title or a subject line after that the readers address which should be clearly states the subject of that document.
- 2) For brief internal reports , you should use the memo.
- 3) Single space between text.
- 4) Double space between paragraphs
- 5) Present all short informal reports properly

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

---

What is an appropriate closing to an interview?

Answer:

As we know that like opening the end of the interview is also more important than its duration should indicate.

In last few minutes you are needed to evaluate how well you done your interview. At the end you have to also correct any misconception the interviewer might have.

Concluded gracefully, and also if important discuss the salary.

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

---

What are the purposes of a business report?

Answer:

The main purpose of the business report is to convey important information in an organization. It is also to provide the despite technology advances, organize the facts , ability to collect the data and to compose a readable text remain a highly a highly marketable skills.

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

---

Write a note on different types of job letters.

Answer: Ther are two types of jobs letters.

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

---

What points and measures should be taken into account by the researcher during thesis writing under the heading "Focus your research very specifically"?

Answer:

Focus your research very specifically.

In your research do not cover too much area.Usually a broad defined project is not do able. Now you may think that this will distort what you want to do . this may the case but you will do a project very well when it is narrow. Also do not try to solve all the problems in one research. Do only one project for your dissertation and leave all the others for later.

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

---



What are four stages of AIDA plan? Describe briefly

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

Write a note on minutes of informal meetings.

**Answer: Minutes Of informal Meeting :** The written record of proceeding of a meeting is called minutes of informal reports. In the business most of the meetings are informal therefore the minutes are also informal. In this type of minutes usually date, time, place of the meeting is included. In this type of minute the name of presiding officer, a list of those people which should be present there and usually the time of adjournment is included. In this type of minute the discussion is summarized. Minutes are signed by the person who took them or by the presiding officer. Minutes are duplicated and copies are sent to each person present at the meeting and to other officers.

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

What are the points to be considered while doing audience analysis?

Answer. The following steps are taken for audience analysis:

- 1) Determine size and composition of audience.
- a) first of all estimate that how many people will attend.
- b) Also consider that they have some political, professional or other type of affiliation in common.
- c) Also analyze that how many men, women, ages, ranges, occupation should be considered.
- d) Also predict the probable reaction of the audience.
- e) Check that why the audience are attending the meeting.
- f) see the mood of the audience.
- g) determine the general attitude of the audience.
- h) Also you should consider that the audience has any bias that will work against you.
- i) Also consider the mood of the audience that they are in position to hear you.
- j) if possible Anticipate the questions and objections.

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

A good proposal has a good title and it is the first thing to help the reader understand the nature of your work. Comment.

**Spring 2010**  
**ENG301- Business Communication (Session - 4)**

**Time: 90 min**

Question No: 1 ( Marks: 1 ) - Please choose one  
-----is included to remind the reader to check for additional pages of information.

- ▶ Copy of notation
- ▶ **Enclosure P # 51**
- ▶ Subject line
- ▶ Attention line

Question No: 2 ( Marks: 1 ) - Please choose one  
Letters, pamphlets, annual reports, interviews are part of ----- communication.

- ▶ **external communication P # 7**
- ▶ internal communication
- ▶ written communication
- ▶ verbal communication

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

It describes the condition of a commodity in the market on a certain date for a specific period.

- ▶ Letter report
- ▶ **A market report P # 137**
- ▶ Progress report
- ▶ Periodic report

Question No: 4 ( Marks: 1 ) - Please choose one  
Which writing style characterizes memos?

- ▶ **Informal P # 113**
- ▶ Formal
- ▶ Impersonal tone
- ▶ Neutral

Question No: 5 ( Marks: 1 ) - Please choose one  
----- is a group of people who are appointed to solve a specific problem.

- ▶ A standing committee

- ▶ A committee
- ▶ **A task force P # 117**
- ▶ A help desk

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

In which type of resume, the work-experience section dominates after name, address and objective.

▶ **The Chronological Resume P # 151**

- ▶ The Functional Resume
- ▶ The Combination Resume
- ▶ Job oriented Resume

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

In win-lose strategy, the problems or conflicts are focused and the party is satisfied due to:

▶ **initiator P # 186**

- ▶ Both parties
- ▶ One party
- ▶ Second party

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement P # 191**
- ▶ Best approach to a narrative agreement

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

- ▶ Preparing the Proposal
- ▶ Writing the Research Paper
- ▶ Making an outline

▶ **Thinking about It P # 195**

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

The speaker makes a presentation with the help of an outline, note cards, or visual

aids in which method of delivery?

- ▶ Memorization
- ▶ Reading
- ▶ Extemporaneous P # 181
- ▶ Writing

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

It is saying what you want to say in the fewest possible words without sacrificing the other qualities. In it, the message is complete without being wordy. It increases emphasis in the message.

Match this statement with one of the following principles of communication:

▶ Conciseness P # 25

- ▶ Courtesy
- ▶ Consideration
- ▶ Completeness

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

Fisher and Ury (1991) developed a concept known as :

▶ Principled bargaining P # 190

- ▶ Negotiation
- ▶ Communication
- ▶ No communication

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

Collection letters are usually written in:

- ▶ Line
- ▶ Series P # 101
- ▶ Serial
- ▶ Steps

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

The form of communication used most of the time for written messages to persons inside your organization is called:

▶ Memorandum

- ▶ Business letter
- ▶ Pamphlet
- ▶ Adjustment letter

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

Making feedback more useful which aspect is the most important from the followings:

▶ Planning how and when to accept it. P # 19

- ▶ Being receptive to your audience's responses.
- ▶ Encouraging frankness.

- ▶ Using it to improve communication.

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

In which letter, you need to start by capturing the reader's attention and interest.

▶ Unsolicited P # 161

- ▶ Formal
- ▶ Informal
- ▶ Solicited

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

There are ----- types of job letters

▶ two P # 161

- ▶ three
- ▶ four
- ▶ five

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

Which thing does reveal something about a candidate's personality and professionalism during an interview?

- ▶ Style of talking

- ▶ Manners

▶ Physical appearance P # 172

- ▶ Eye contact

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

Which of the following is a part of informal communication?

- ▶ Memo

- ▶ Letter

- ▶ Faxes

▶ Casual Communication among employees P # 5

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

In a claim letter, the initial statement should contain:

▶ good news P # 92

- ▶ bad news
- ▶ mixed news
- ▶ ambiguous

Question No: 21 ( Marks: 2 )

Write a note on beginning of a thesis.

Answer: The thesis statement is usually considered the most important sentence and the main point of your essay/ report or research paper because it outlines the central purpose of your essay.

Question No: 22 ( Marks: 2 )

Name two types of memo reports.

Answer:

1. Informational Memorandum Reports : Inform summarized information ,Widely in content type of business purpose.
2. Analytical memo Reports: Seek to analyze problem without specific recommendation.

Question No: 23 ( Marks: 2 )

What are key advantages of a chronological resume?

Answer:

- (1) Employers are familiar with it & can easily find information
- (2) it highlights growth and career progression
- (3) it highlights employment continuity and stability

Question No: 24 ( Marks: 3 )

How do we write short quotations in a thesis paper?

Answer: Short Quotations

If you are directly quoting from a work, you will need to include the author, year of publication, and the page number for the reference (preceded by "p."). Introduce the quotation with a signal phrase that includes the author's last name followed by the date of publication in parentheses.

Question No: 25 ( Marks: 3 )

What is a group interview?

Answer: Group interviews meeting with several candidates simultaneously. Group interviews help recruiters see how candidate interact. This types of interview is useful for judging interpersonal communication.

Question No: 26 ( Marks: 3 )

Write a note on progress report.

Answer: Progress Reports: Progress reports show, "progress," accomplishments, or activity over time or at a given stage of a major assignment. The organizational plan is usually inductive, including topics similar to these.

1. Introduction
2. Description of accomplishments during the reporting period.
3. Unanticipated problems
4. Plans for the next reporting period.
5. Summary
6. (Periodic report)

Question No: 27 ( Marks: 5 )

Your attitude is very important in order to understand reader's point of view. Discuss.

Answer: Developing the right attitude "To the customer, you are the company." Your attitude when dealing with customers, clients, and the public reflect on the company you represent. Our attitude will reflect your country and your culture. Each message communicates the essential quality and culture of your company and can either build goodwill or destroy it. Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be an interesting challenge. Message written to international clients, customers suppliers.

Question No: 28 ( Marks: 5 )

Write a note on literature review and methodology in thesis writing.

Answer: The rationale behind the literature review consists of an argument with two lines of analysis: 1) this research is needed, and 2) the methodology I have chosen is most appropriate for the question that is being asked. Now, why would you want to wait? Now is the time to get informed and to learn from others who have preceded you! If you wait until you are writing the dissertation it is too late. You've got to do it sometime so you might as well get on with it and do it now. Plus, you will probably want to add to the literature review when you're writing the final dissertation

Question No: 29 ( Marks: 5 )

Define a formal report. Make a list of different parts of a formal report.

Answer:

There are three basic divisions of a formal report:

1. Prefatory Parts are:

- a) Cover
- b) Title fly
- c) Letter of authorization
- d) Letter of acceptance
- e) Letter of transmittal
- f) Table of contents
- g) List of illustrations
- h) Synopsis or executive summary

2. Text Parts:

- a) Introduction
- b) Body
- c) Summary
- d) Conclusions
- e) Recommendations
- f) Notes

3. Supplementary Parts:

- a) Appendixes
- b) Bibliography
- c) Index

Question No: 30 ( Marks: 5 )

In extemporaneous method of oral presentation how does the presenter conduct his presentation?

Answer:

Extemporaneous

This method of delivery is very carefully planned and practiced. In it, the speaker, makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone. Reading In this method the whole presentation is read aloud. It helps a speaker when the presentation has technical or complex topic. If you choose to read your speech, practice enough so that you can still have eye contact with your audience, otherwise, your speech may become boring. For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin are pronunciation aids or suggestions as to where to look in an audience.

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