

FINAL TERM EXAMINATION

ENG301- Business Communication (Session - 2)

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

Communication is a process of transmitting and receiving _____ message.

► Verbal and non verbal (page 4)

- Verbal and oral
- Written and oral
- Written and non verbal

Ref: Components of communication

Communication is a process of transmitting and receiving verbal and nonverbal message. Communication is considered effective when it achieves the desired reaction or response from the receiver. Simply stated, communication is a two-way process of exchanging ideas or information.

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

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

► Videotape (page 62)

- Software
- Teleconferencing

Ref: Oral communication may take the form of

- staff meeting reports, face to face discussions,
- presentations, audio tapes, telephone chats,
- teleconferences, or videotapes

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

Research Proposal is one kind of proposal and other one is:

- Solicited proposal
- Unsolicited proposal
- Business Proposal (page 145)
- Marketing Proposal

Ref: Kinds of Proposal

- Research Proposal
- Business Proposal

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

While sending the message, you are _____

- decoder
- encoder (page 10)