

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allāh, the Most Gracious, the Most Merciful

Paper Pattern

MCQS 52 each 1 mark
Short 3 each 3 marks
long 5 each 5 marks

Question No : 1 of 50

Marks: 1 (Budgeted Time 1 Min)

How many levels communication can be divided in?

Levels of Communication

There are five levels of communication:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Mediated Communication
4. Person-to-Group Communication

Answer (Please select your correct option)

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Six

5. Mass Communication

Five

Four

Three

Made by: Waqar Siddhu

Question No : 2 of 50

Marks: 1 (Budgeted Time 1 Min)

Which one of the following statement defines environmental context of interpersonal communication?

Answer (Please select your correct option)

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It concerns your reactions to the other person.

It deals with the psycho-social "where" you are communicating.

It is who you are and what you bring to interaction.

It deals with the physical "where" you are communicating.

Environmental context deals with t
location, noise level, temperature, sea:
environmental context

Made by: Waqar Siddhu

Question No : 3 of 60

Marks: 1 (Budgeted Time 1 Min)

Telephone is an example of which form of communication?

Answer (Please select your correct option)

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☒ Mediated communication

☐

☐ Mass communication

☐

☐ Interpersonal communication

☐

☐ Intrapersonal communication

☐

Made by: Waqar Siddhu

Question No : 4 of 60

Marks: 1 (Budgeted Time 1 Min)

The degree to which you and others share common meanings for words will depend on:

Answer (Please select your correct option)

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☒ The extent to which you share common backgrounds and experiences

☐

☐ The diversity of your backgrounds

☐

☐ The extent to which you share common approaches

☐

☐ None of the given options

☐

The degree to which you and others share common meanings for words will depend on the extent to which you share common backgrounds and experiences

Made by: Waqar Siddhu

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is more capable of communicating nonverbally than any other part of the human body?

Answer (Please select your correct option)

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☐ One's voice

☐

☐ One's posture

☐

☒ One's facial area

☐

☐ One's gestures

☐

One's facial area (eyes, eye brows, forehead, mouth, and chin) is more capable of communicating nonverbally than any other part of the human

Made by: Waqar Siddhu

Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not a demographic characteristic?

Answer (Please select your correct option)

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Sex

☐

Age

☐

Cultural background

☐

Attitude

☒

demographics (the age, gender, occupation, income etc.)

Made by: Waqar Siddhu

Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning?

Answer (Please select your correct option)

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Inflection

☒

Inflection.

Proper inflection is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning.

Articulation

☐

Strength

☐

Character

☐

Made by: Waqar Siddhu

Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is an irrational belief?

Answer (Please select your correct option)

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A presentation must be perfect.

☐

It is not possible to persuade the entire audience.

☐

The worst is not likely to happen.

☐

All of the given options

☒

Made by: Waqar Siddhu

Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

A primary factor to consider when deciding on the setting for a presentation is how to create:

Answer (Please select your correct option)

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☐

A noisy environment.

☒

The greatest degree of comfort for the audience.

A primary factor to consider when deciding on the setting for a presentation is how to create the greatest degree of comfort for the audience.

☐

Multicolored lighting arrangement.

☐

A hot atmosphere.

Made by: Waqar Siddhu

Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the elements of effective written communication, EXCEPT:

Answer (Please select your correct option)

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☐

Courtesy

☐

Correctness

☐

Conciseness

☒

Cleanliness

The elements are:

1. Courtesy 2. Correctness 3. Conciseness 4. C

Made by: Waqar Siddhu

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

While preparing for effective business writing Planning Stage involves all of the following EXCEPT:

Answer (Please select your correct option)

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☐

Determine your purpose

☐

Consider your reader

☐

Determine the appropriate content

☒

Choose your clothes

Made by: Waqar Siddhu

Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following method is generally preferred when presenting positive or good-news information?

Answer (Please select your correct option)

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☒ Direct method

This method is generally preferred when presenting positive or good-news information because the reader is immediately given the information of greater interest.

☐ Indirect method

☐ Supporting method

☐ Sustaining method

Made by: Waqar Siddhu

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

Bpc is an abbreviation of which of the following?

Answer (Please select your correct option)

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☒ Blind photo copy

that case place the notation "bc," "bcc," or "bpc" for blind copy, blind carbon copy and blind photo copy

☐ Blind paper copy

☐ Blind person copy

☐ Blind pasted copy

Made by: Waqar Siddhu

Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

The courteous close of a direct request letter contains all of the following EXCEPT:

Answer (Please select your correct option)

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☐ A specific request

☐ Information about how you can be reached

☐ An expression of appreciation or goodwill

☒ Information about your city

Request specific action in a courteous close
Close your message with three important elements:
1. A specific request, 2. Information about how you can

Made by: Waqar Siddhu

Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the most appropriate opening for an invitation to a fund-raising event?

Answer (Please select your correct option)

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☒ Explain the purpose of the event.

☐

☐ Give details of the event.

☐

☐ Extend the invitation.

☐

☐ Remind the recipient to bring a checkbook.

☐

Made by: Waqar Siddhu

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

With the use of which of the following, we reason from specific evidence to specific evidence?

Answer (Please select your correct option)

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☒ Analogy

Analogy With analogy, you reason from specific evidence to specific evidence

☐

☐ Logic

☐

☐ Induction

☐

☐ Deduction

☐

Made by: Waqar Siddhu

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

Where do cultural styles of audience in persuasion tend to differ?

Answer (Please select your correct option)

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☐ Differ in their responses to persuasive appeals

☐

☐ Differ in their levels of visible emotion

☐

☐ Differ in how they regard supporting materials

☐

☒ All of the given options

☐

Made by: Waqar Siddhu

Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a guideline for writing sales letter?

Answer (Please select your correct option)

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- ☐ Place your clients' needs first
- ☐ Listen to your clients
- ☐ Emphasize features, not benefits
- ☒ Place your clients' needs first and listen to your clients

Made by: Waqar Siddhu

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of memorandum reports are written in order to give explanation for something, a change in procedure, an increase in budget, or perhaps reasons for resisting any new policy?

Answer (Please select your correct option)

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- ☐ Progress reports
- ☐ Periodic reports
- ☒ Justification reports
- ☐ Application reports

Made by: Waqar Siddhu

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is defined as a one or two page summary of your skills, accomplishments, experiences, and education designed to capture a prospective employer's interest?

Answer (Please select your correct option)

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- ☐ Report
- ☒ Resume
- ☐ Application
- ☐ Letter

Made by: Waqar Siddhu

Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are responsibilities of the interviewee to help make the interview a success, except:

Answer (Please select your correct option)

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- ☐ Covering your own agenda
- ☒ Using secondary questions
- ☐ Giving detailed answers
- ☐ Correcting any misunderstandings

Made by: Waqar Siddhu

Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

The vocabulary of informal writing is:

Answer (Please select your correct option)

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- ☒ Less difficult
 - ☐ Tricky
 - ☐ Intricate
 - ☐ All of the given options
- The vocabulary of informal writing is less difficult. Compare the following lists, noting the differences between the formal and informal usage

Made by: Waqar Siddhu

Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following steps are found in the planning stage of business writing, EXCEPT:

Answer (Please select your correct option)

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- ☐ Determine your purpose
- ☐ Consider your reader
- ☐ Choose your idea
- ☒ Proofreading

Made by: Waqar Siddhu

Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

Order letters are comprised of all of the following distinct content components, except:

Answer (Please select your correct option)

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- ☐ Method of payment
- ☐ Pertinent information about the items being ordered
- ☐ Directions for shipping the merchandize
- ☒ Quality report of the items

Order letters are comprised of three distinct content components:

1. Pertinent information about the items being ordered;
2. Directions for shipping the merchandize, including desired receipt date (if appropriate) and the desired shipping location (if different from your address); and the
3. Method of payment.

Made by: Waqar Siddhu

Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

"Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do". This technique is applied in:

Answer (Please select your correct option)

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- ☐ Good news letter
- ☐ Direct-request letter
- ☒ Disappointing news letter
- ☐ Persuasive news letter

Made by: Waqar Siddhu

Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

The term "Memo" stands for:

Answer (Please select your correct option)

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- ☐ Memories
- ☒ Memorandum
- ☐ Message
- ☐ Massive

Made by: Waqar Siddhu

Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not true for emotions?

Answer (Please select your correct option)

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- ☐ Emotions are learned.
- ☐ Emotions are innate.
- ☐ Emotions are belief systems that guide our responses to feelings.
- ☒ Emotions help us to enact social roles.

Made by: Waqar Siddhu

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following will fall in the category of social invitation letters?

Answer (Please select your correct option)

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- ☐ Invitation for the farewell party of a faculty member
- ☒ Invitation for delivering a lecture on Labor Day
- ☐ Letter written for the booking of a hotel room
- ☐ All of the given options

Made by: Waqar Siddhu

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

Think of an invitation card of some wedding ceremony you have last seen. Which of the following type of information will more appropriately come under the heading of R.S.V.P?

Answer (Please select your correct option)

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- ☒ Muhammad Raza 0300999887
- ☐ Pearl Continental Hotel, Lahore
- ☐ Amna weds Amir
- ☐ Sisters and Cousins

Made by: Waqar Siddhu

Question No : 30 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not among the essential parts of a letter?

Essential parts

• Letterhead • Date • Inside address • Salutation • Body • Complimentary close • Signature

Answer (Please select your correct option)

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☐ Complimentary close

☒ Post script

☐ Date

☐ Heading

Made by: Waqar Siddhu

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

The presenters who wish to instruct or teach should make the use of which of the following visual aid minimal?

Answer (Please select your correct option)

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☒ Computer

☐ Video

☐ 35 mm slide

☐ Whiteboard

Made by: Waqar Siddhu

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

"The information you provide will be kept strictly confidential." This statement will be placed in which of the following sections of a letter?

Answer (Please select your correct option)

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☐ Subject line

☒ In closing section

☐ In the opening section

☐ In the middle section

Made by: Waqar Siddhu

Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

In writing good-news letters, what kind of opening should be followed?

What characteristics do good-news letters possess?

Good-news letters can be identified by the following characteristics:

1. Begin with the good news or main idea
2. Use a fast-start opening
3. Provide explanatory details or information of primary and secondary importance.
4. Incorporate a you-viewpoint
5. Incorporate an appropriate closing

Answer (Please select your correct option)

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☒ Fast-start opening

☐ Slow- start opening

☐ Could be started either way

☐ Action oriented opening

Made by: Waqar Siddhu

Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

Suppose some customer has ordered two dresses from your boutique through online shopping. Now you have to send an e-mail acknowledging his/her order. Which of the following sentences would you use to start your message?

Answer (Please select your correct option)

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☒ The two party wear dresses you recently ordered have been sent to you through TCS

Letters acknowledging orders

The reasons for acknowledging an order are to inform the customer that his / her order has been received and that it has been shipped (or will be shipped), to express appreciation to the customer for his / her order, and to build goodwill.

☐ We appreciate having you as a new customer

☐ You will be interested to know that soon we are starting our separate section for ladies jewelry as well

☐ Our dresses always have a traditional tinge incorporating the latest fashion trends as well

Made by: Waqar Siddhu

Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

"It's not what you say but how you say it." In this statement, "How" indicates towards the:

Answer (Please select your correct option)

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☒ Sender of the message

Creating an audience-centered tone

It's not what you say but how you say it.

☐ Tone of the message

☐ Receiver of the message

☐ Length of the message

Made by: Waqar Siddhu

Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

While writing a disappointing news letter, the tone of the message should convey all of the following, except:

Answer (Please select your correct option)

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☐ Firmness

☐ Fairness

☐ Goodwill

☒ Malice

Made by: Waqar Siddhu

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following sentences has courteous wording?

Answer (Please select your correct option)

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☐ You did not read my recent letter.

☒ Please refer to my June 10 letter.

☐ Why didn't you read my letter?

☐ Read my new letter.

Made by: Waqar Siddhu

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a written supplement that you can pass out to your audience to provide additional details or a summary of your presentation?

Answer (Please select your correct option)

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☐ 35mm slides

☐ Overhead transparencies

☐ Flip chart

☒ Handout

Made by: Waqar Siddhu

Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

Delaying response to the letter can be severely damaging to which of the following relationships?

Answer (Please select your correct option)

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☒ Writer-Reader

Delaying a response can be severely damaging to the write-reader relationship.

☐ Owner-Customer

☐ Writer-Distributor

☐ Reader- Owner

Made by: Waqar Siddhu

Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a drawback of using 'handout' as a supporting tool in presentation?

Answer (Please select your correct option)

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☒ Audience can prejudge the presenter or presentation.

• Handouts passed out in advance tend to cause attendees to prejudge the presenter, and/or the presentation.

☐ They eliminate the need for note taking.

☐ Information is available for late comers.

☐ Provide an accurate record of the information being presented.

Made by: Waqar Siddhu

Question No : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

All of these are the qualities of conciseness, except

Answer (Please select your correct option)

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☐ Stick to the purpose of the message.

☐ Delete irrelevant words and rambling sentences.

☐ Omit information obvious to the receiver, do not repeat at length what that person has already told you.

☒ Avoid short introductions.

Made by: Waqar Siddhu

Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

"The Dean decided" is more explicit than "A decision has been made". This statement refers to which of the following characteristics of concreteness?

Answer (Please select your correct option)

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☐ Include as much specific information as possible

☒ Use of active rather than passive verbs

☐ Use of vivid, image-building words

☐ Use of Passive verbs in particular situations

Made by: Waqar Siddhu

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

"An accident took place at Wahdat road." The answer to which W out of 5Ws of a news story is missing in this statement?

Answer (Please select your correct option)

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☐ What

☐ Which

☐ Where

☒ When

Made by: Waqar Siddhu

Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are **group task roles** that people have to play in group communication or group activity, except:

Answer (Please select your correct option)

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☐ Initiating or opinion seeking

☐ Consensus seeking

☐ Devil's advocate

☒ Encouraging

Made by: Waqar Siddhu

Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following should be the quality of a good persuader?

Answer (Please select your correct option)

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☐

Good persuader assumes persuasion as a process of give and take.

☐

Good persuader assumes persuasion as one-shot effort.

☐

Good persuader relies solely on the arguments.

☒

Good persuader assumes that persuasion is not a one time event.

Made by: Waqar Siddhu

Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following is the way to avoid faulty logics in persuasive writing, except:

Answer (Please select your correct option)

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☒

Avoid logical support

☐

Avoid attacking your opponent

☐

Avoid begging the question

☐

Avoid faulty analogies

Made by: Waqar Siddhu

Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

While listening to the lecture, you hear the sounds of birds singing outside the class room and this distracts you from your conversation. What would you call it?

Answer (Please select your correct option)

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☐

Feedback

☐

Psychological noise

☒

Physical noise

☐

Physiological noise

Made by: Waqar Siddhu

Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

In which of the following ways input from associates can be helpful in anticipating questions from audience?

Answer (Please select your correct option)

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☐ They can help in guessing questions.

☒ If they are more experienced they'll be able to guide better.

If the presenter is as experienced as associates, it is still beneficial to solicit input from others who are likely to be more objective. An effective means of doing so is to deliver the presentation to associates who role-play members of the prospective audience and make note of questions or concerns that occur to them.

☐ If they are educated they'll be able to re-write the speech.

☐ They can coordinate with the expected audience and then suggest questions.

Made by: Waqar Siddhu

Question No : 49 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of listening is used when we suspect that we may be listening to a biased source of information?

Answer (Please select your correct option)

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☐ Empathic listening

☒ Critical listening

☐ Active listening

☐ Preferential listening

Made by: Waqar Siddhu

Question No : 50 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the purpose of outline?

Answer (Please select your correct option)

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☐ It helps put request to the information.

☒ It serves as a model to check your work.

☐ It serves as a guide from which to deliver your interview.

☐ It serves as a model to check other's work.

Made by: Waqar Siddhu

Question No : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following includes a standardized vocabulary, with agreed-upon rules of pronunciation, syntax, and grammar.

Answer (Please select your correct option)

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☐ Verbiage

☐ Communication

☐ Messaging

☒ Language

Whether it is in spelling, dictation, grammar, or pronunciation, an error immediately forces the r mistake

Made by: Waqar Siddhu

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

Asad thinks that he is very handsome and charming and can mesmerize any girl with his looks and attitude. This opinion of Asad about himself constitutes which of the following category of his self concept?

Answer (Please select your correct option)

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☐ Asad's social self

☒ Asad's Physical self

☐ Asad's Spiritual self

☐ Asad's Intellectual self

Made by: Waqar Siddhu

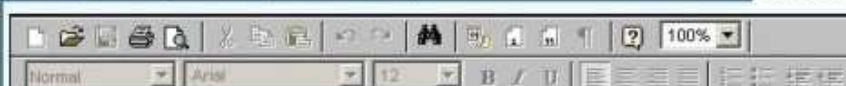
Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

Organizing stage involves a careful outlining of the topic which is helpful for various reasons. Discuss those reasons.

Answer (Please [click here](#) to Add Answer)

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Careful outlining is helpful for several reasons: **One, it improves the clarity of your message;** Second, it **saves writing time later** (changes in outline are easy than in writing material); and Third, it **enables to emphasize properly the various topics in the message** (placing the most important at the beginning is more emphatic than in the middle)

Made by: Waqar Siddhu

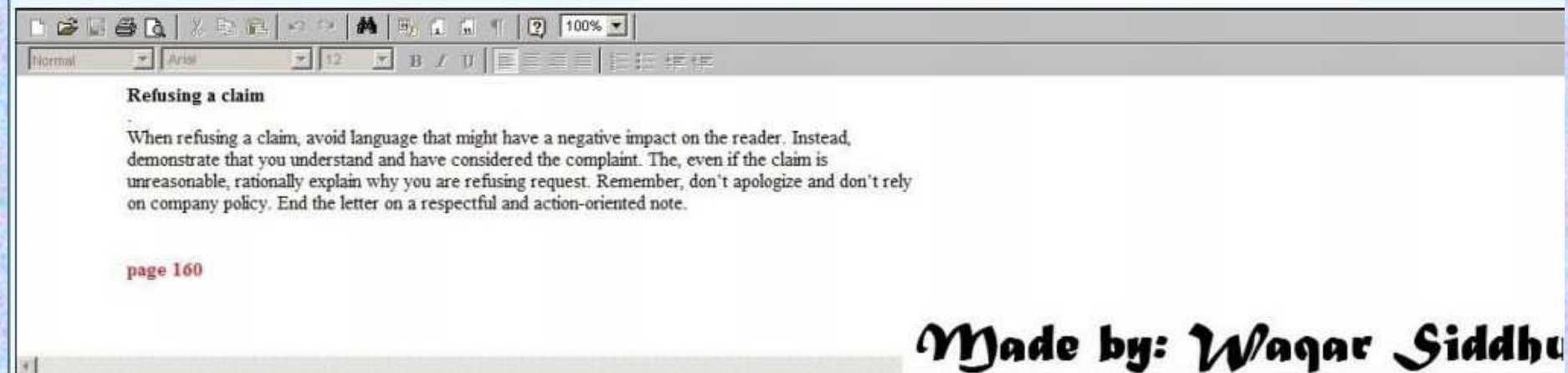
Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

Almost every customer who makes a claim is emotionally involved, therefore, the indirect method is usually the best approach for a refusal. Discuss.

Answer (Please [click here](#) to Add Answer)

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The screenshot shows a Microsoft Word document with the title "Refusing a claim". The text in the document reads: "When refusing a claim, avoid language that might have a negative impact on the reader. Instead, demonstrate that you understand and have considered the complaint. The, even if the claim is unreasonable, rationally explain why you are refusing request. Remember, don't apologize and don't rely on company policy. End the letter on a respectful and action-oriented note." The document is set to Arial font, size 12, with a 100% zoom level. The page number "page 160" is visible at the bottom left.

Made by: Waqar Siddhu

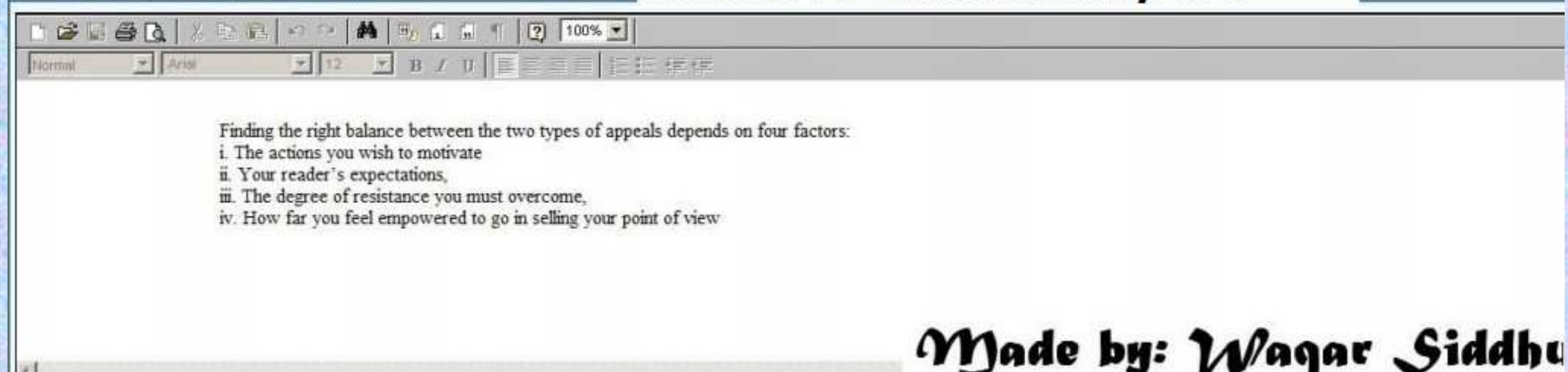
Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

What factors are important to achieve balance between logical appeal and emotional appeal?

Answer (Please [click here](#) to Add Answer)

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The screenshot shows a Microsoft Word document with the title "Finding the right balance between the two types of appeals". The text in the document reads: "Finding the right balance between the two types of appeals depends on four factors: i. The actions you wish to motivate ii. Your reader's expectations, iii. The degree of resistance you must overcome, iv. How far you feel empowered to go in selling your point of view". The document is set to Arial font, size 12, with a 100% zoom level.

Made by: Waqar Siddhu

Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Discuss the characteristics and importance of conciseness for effective written communication.

Answer (Please [click here](#) to Add Answer)

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The screenshot shows a Microsoft Word document with the title "Discuss the characteristics and importance of conciseness". The document is currently blank, with only the title visible. The document is set to Arial font, size 12, with a 100% zoom level.

Made by: Waqar Siddhu

Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

Assume you are composing a letter to send to a client whose mobile phone credit account balance is due for four months. One of the broad topics you decide to discuss is the need for the client to pay the amount of the past-due balance. Organize the information that you should include in this letter.

Answer (Please [click here](#) to Add Answer)

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Made by: Waqar Siddhu

Question No : 58 of 60

Marks: 5 (Budgeted Time 10 Min)

The explanatory sections of direct request letters and indirect inquiry letters may not vary much from one another. Discuss.

Answer (Please [click here](#) to Add Answer)

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Made by: Waqar Siddhu

Question No : 59 of 60

Marks: 5 (Budgeted Time 10 Min)

To write a successful résumé you need to convey seven qualities that employers seek. List down these qualities.

Answer (Please [click here](#) to Add Answer)

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Self-concept is made up of two components, self-image, and self-esteem. On the basis of these two components, draw a picture of your own self concept.

Answer (Please [click here to Add Answer](#))

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