



Virtual University

About Us

MCM301  
Solved Final Term Paper 3

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[WWW.VirtualAcademyLive.com](http://WWW.VirtualAcademyLive.com)

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 60

Marks: 1 (Budgeted Time 1 Min)

Intrapersonal communication processes depend upon communicators all of the following qualities.  
EXCEPT:

Answer ( Please select your correct option )

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☐ Frame of reference

☐ Creativity

☐ Self-talk

☒ Dull approach

Made by: Waqar Siddhu

Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is/are an example(s) of interpersonal communication?

Answer ( Please select your correct option )

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☐ Dialogues

☐ Small group discussions

☒ All of the given options

☐ Conversations

Made by: Waqar Siddhu



Question No : 3 of 60

Marks: 1 (Budgeted Time 1 Min)

What is the one most common mistake that we make as communicators?

Answer ( Please select your correct option )

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☒ To assume that the meaning we attach to a word will be the meaning everyone else attaches to the word.

☐ To assume that communication cannot solve all problems.

☐ To assume that effective communication can benefit organizations.

☐ To assume that effective communication skills make a significant contribution to organizational cost reduction.

Made by: Waqar Siddhu

Question No : 4 of 60

Marks: 1 (Budgeted Time 1 Min)

What does Communication breakdown mean?

Answer ( Please select your correct option )

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☒ We have been ineffective in communication.

☐ We have been effective in communication.

☐ We have been helpful in communication.

☐ We physically broke communication.

Made by: Waqar Siddhu

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are correct about magazines **except**:

Answer ( Please select your correct option )

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☐ Magazine articles tend to be shorter and more general.

☒ Magazines are a type of periodical.

☐ Magazines publish articles written for a general audience.

☐ Articles in magazines usually include bibliographies.

Made by: Waqar Siddhu



Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the main points that are kept in mind while developing thesis, EXCEPT:

Answer ( Please select your correct option )

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☐ Clear

☐ Logical

☐ Equal in value

☒ Ambiguity

Made by: Waqar Siddhu

Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is not the purpose of the Introduction of speech?

Answer ( Please select your correct option )

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☐ Adapting to the audience

☐ Establishing your rapport or credibility with the audience

☒ Closing your thesis

☐ Getting the audience's attention

Made by: Waqar Siddhu

Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following pattern is especially effective if the audience already knows that the problem exists?

Answer ( Please select your correct option )

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☐ Problem/solution order

☒ Cause/effect order

☐ Deductive order

☐ Inductive order

Made by: Waqar Siddhu



Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

Where does immediacy come from during a presentation?

Answer ( Please select your correct option )

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☐ Looking at your notes

☐ Standing

☐ Dressing with authority

☒ Making eye contact

Made by: Waqar Siddhu

Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

While determining the order of the topics, one should review the outline, keeping all of the following questions in mind EXCEPT:

Answer ( Please select your correct option )

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☐ Are the ideas of equal importance presented in a parallel manner?

☐ Is the sequence of the topics appropriate for the development method I am using?

☐ Is the sequence of the topics likely to add clarity to my message?

☒ Are related topics properly shuffled?

Made by: Waqar Siddhu

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the informal report used to communicate with individuals outside an organization?

Answer ( Please select your correct option )

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☒ Letter

☐ Memo

☐ Periodical

☐ Magazine

Made by: Waqar Siddhu



Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is true about goodwill messages?

Answer ( Please select your correct option )

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- ☐ Seemingly informative
- ☐ Presented to change attitudes
- ☐ Presented to change behaviors
- ☐ All of the given options



Made by: Waqar Siddhu

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

The suggested plan for a sales letter includes all of the following elements, EXCEPT:

Answer ( Please select your correct option )

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- ☐ An opening that could detract the reader's attention
- ☐ A section that captures the reader's interest in the product or service you are selling
- ☐ A section designed to establish desire and conviction on the part of the reader
- ☐ A courteous, action-oriented closing



Made by: Waqar Siddhu

Question No : 14 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 : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is not a fallacy about resume?

Answer ( Please select your correct option )

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- ☐ The purpose of a resume is to list all your skills and abilities.
- ☐ The more good information you present about yourself in your resume, the better.
- ☐ If you want a really good resume, have it prepared by a resume service.
- ☐ The objective of a resume is to kindle the employer interest and generate an interview.



Made by: Waqar Siddhu

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

When you receive a discourteous letter that incorrectly accuses you, the wisest approach is to:

Answer ( Please select your correct option )

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- ☐ Reply in a courteous manners
- ☐ Be offensive
- ☐ Be defensive
- ☐ None of the given options



Made by: Waqar Siddhu

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not suggested for an appropriate ending of business writing (request letters)?

Answer ( Please select your correct option )

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- ☐ State who is to perform the desired action if the action is to be performed by someone other than the reader.
- ☐ Include reader-benefit material, if appropriate.
- ☐ Avoid the inclusion of negative information in the ending.
- ☐ Keep the ending paragraph as long as circumstances allow.



Made by: Waqar Siddhu



Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following are also called periodicals?

Answer ( Please select your correct option )

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☐ Stories

☐ Articles

☐ Bibliography

☒ Serials

Made by: Waqar Siddhu

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is of primary importance in writing disappointing news letters?

Answer ( Please select your correct option )

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☐ Be specific

☐ Use a fast-start opening

☐ Provide explanatory details or information of primary and secondary importance.

☒ Negative personal expressions are avoided

Made by: Waqar Siddhu

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

The direct method is adopted at organizing stage of effective business writing for which of the following purposes?

Answer ( Please select your correct option )

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☒ Presenting a general statement

not sure

☐ Presenting an evidence

☐ Communicating a negative message or bad-news

☐ Conveying facts

Made by: Waqar Siddhu



Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

Beginning and closing paragraphs of the message at the drafting state are very important due to which of the following reasons?

Answer ( Please select your correct option )

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☐ They are likely to be carefully scrutinized by the reader.

☐ They provide introduction to the topic.

☐ They conclude the topic under discussion.

☐ They help the reader to spend more time to decide.

Made by: Waqar Siddhu

Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following do's can be followed in preparing disappointing-news messages EXCEPT:

Answer ( Please select your correct option )

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☐ Make reader action easy, if appropriate.

☐ Use sales-promotion material whenever appropriate.

☐ Use company policy as the reason for justifying the refusal

☐ Offer suggestions to prevent a recurrence of the problem situation.

Made by: Waqar Siddhu

Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not a type of Memorandum Reports?

Answer ( Please select your correct option )

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☐ Progress reports

☐ Periodic reports

☐ Justification reports

☐ Application reports

Made by: Waqar Siddhu



Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

Memos may be used for:

Answer ( Please select your correct option )

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☐ Personnel transfers, meetings, or policy changes



☐ Reporting

☐ Press Summary

☐ Bibliographies

Made by: Waqar Siddhu

Question No : 25 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 help us to enact social roles.



☐ Emotions are learned.

☐ Emotions are innate.

☐ Emotions are belief systems that guide our responses to feelings.

Made by: Waqar Siddhu

Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

Almost every customer who makes a claim is emotionally involved; therefore which of the following is usually the best approach for a refusal?

Answer ( Please select your correct option )

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☐ Callous method

☐ Indirect method



☐ Direct approach

☐ Both direct and indirect approach

Made by: Waqar Siddhu



Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following should be mentioned while writing a speaking invitation letter, except:

Answer ( Please select your correct option )

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☐ Name of the group before which the presentation will be made

☐ The topic of the presentation

☒ List of audience's names not sure

☐ Amount of honorarium

Made by: Waqar Siddhu

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

In which of the following approaches we place our main idea in the opening of the letter?

Answer ( Please select your correct option )

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☒ Direct approach

☐ Indirect approach

☐ Simple approach

☐ Liberal approach

Made by: Waqar Siddhu

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following contains the background information and the primary request in a direct inquiry letter?

Answer ( Please select your correct option )

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☐ The middle section

☒ The opening section

☐ The closing section

☐ Subject line

Made by: Waqar Siddhu



Question No : 30 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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- ☒ In closing section
- ☐ In the opening section
- ☐ In the middle section
- ☐ Subject line

Made by: Waqar Siddhu

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following sections of direct and indirect-inquiry letters may not vary much from one another?

Answer ( Please select your correct option )

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- ☐ The opening section
- ☐ The closing section
- ☒ The explanatory sections
- ☐ None of the given options

Made by: Waqar Siddhu

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

The suggested plan for a letter in which information about a job applicant is requested includes all of the following elements, except:

Answer ( Please select your correct option )

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- ☐ An opening that mentions the name of the person who has given the reader's name as a reference.
- ☐ A list of questions that you would like to have answered.
- ☒ A rude & inappropriate closing.
- ☐ A brief discussion of the common duties of the job for which the applicant has applied.

Made by: Waqar Siddhu



Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a document that contains a summary of relevant job experience and education?

Answer ( Please select your correct option )

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☐ Appointment letter

☒ Resume

☐ Resignation letter

☐ Leave Application

Made by: Waqar Siddhu

Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

The well written resume may include a persuasively arranged summary of all of the following, except:

Answer ( Please select your correct option )

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☐ Name & address

☐ Information of family tree

☐ Career and education

☐ Experience, skills and accomplishments

Made by: Waqar Siddhu

Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following qualities are sought by employer while evaluating resume of an applicant, except:

Answer ( Please select your correct option )

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☐ The person possesses strong communication skills

☒ The person has standards of excellence

☐ The person can think in terms of result

☐ The person can show sign of progress

Made by: Waqar Siddhu



Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

"We are pleased to inform you that you have been appointed as a lecturer in the Virtual University of Pakistan." The above mentioned statement can be best placed in:

Answer ( Please select your correct option )

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☒ Good-news letters ✓

☐ Disappointing- news letters

☐ Speaking invitation letters

☐ Direct request letters

Made by: Waqar Siddhu

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

One of the indispensable qualities of letters of congratulation is:

Answer ( Please select your correct option )

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☒ Sincerity ✓

☐ Verbose Language

☐ Trite stilted phrases

☐ Exaggeration

Made by: Waqar Siddhu

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

Farhan went to attend a presentation on business communication but started feeling drowsy before the presentation was over. Which of the following could be a reason behind his drowsiness?

Answer ( Please select your correct option )

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☒ Proper room temperature ✓



ap hi kro

☐ Exceptional speaking skills of the presenter

☐ Size of the audience

☐ Long presentation

Made by: Waqar Siddhu



Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

Nonverbal cues can enhance one's interview performance. Which of the following will fall in the category of non verbal cues?

Answer ( Please select your correct option )

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- ☐ Facial expressions
- ☐ Eye contact
- ☐ Body language
- ☒ All of the given options

Made by: Waqar Siddhu

Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

Nonverbal cues can enhance one's interview performance. Which of the following will fall in the category of non verbal cues?

Answer ( Please select your correct option )

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- ☐ Facial expressions
- ☐ Eye contact
- ☐ Body language
- ☒ All of the given options

Made by: Waqar Siddhu

Question No : 40 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 : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a good replacement of word 'Spokesman' to avoid gender bias in writing?

Answer ( Please select your correct option )

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☐ Spokesperson

☐ Narrator

☒ Presenter

☐ Spokeswoman

Made by: Waqar Siddhu

Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the given statements shows racial bias?

Answer ( Please select your correct option )

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☒ "His black assistant speaks more clearly than he does."

☐ "His assistant speaks more clearly than he does"

☐ "His assistant speaks more clearly than every one in the organization"

☐ "His assistant manger speaks more clearly than he does".

Made by: Waqar Siddhu

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the most inexpensive visual aid for a presentation?

Answer ( Please select your correct option )

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☐ Computer

☐ Video

☒ Flip chart

☐ 35 mm slides

Made by: Waqar Siddhu



Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

"The Jeep is in the garage that he broken". The given sentence lacks which of the following qualities of effective written communication?

Answer ( Please select your correct option )

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☐ Coherence

☐ Unity

☒ Emphasis

mujye lagta ha

☐ Correctness

Made by: Waqar Siddhu

Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

In order to achieve conciseness in writing, short names are used after using the full names. What would be the suitable short name for "Business Communication Center" out of the following options?

Answer ( Please select your correct option )

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☐ Communication Center

☐ Business Center

☒ Business communication

ho sakta ha

☐ Communication in business

Made by: Waqar Siddhu

Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

If someone is striving for completeness in writing, all the following guidelines should be kept in mind, except:

Answer ( Please select your correct option )

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☐ Provide all necessary information.

☐ Answer all questions asked.

☐ Give something extra, when desirable.

☒ Give answers of only relevant questions

Made by: Waqar Siddhu



Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the characteristics of an authoritarian leader, except:

Answer ( Please select your correct option )

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- ☐ Policy decisions are taken by the leader
- ☐ Considerable status difference exists between leader and members
- ☒ Leader and members function as peers
- ☐ Constant direction is considered necessary by the leader for goal achievement

Made by: Waqar Siddhu

Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following voice qualities can distract audience members?

Answer ( Please select your correct option )

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- ☐ Vocal emphasis
- ☐ Pleasant voice quality
- ☐ Variation in speed
- ☒ Monotone delivery

Made by: Waqar Siddhu

Question No : 49 of 60

Marks: 1 (Budgeted Time 1 Min)

Which type of communication it would be when subordinates update their superiors by telling them about problems in the workplace?

Answer ( Please select your correct option )

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- ☒ Upward
- ☐ Horizontal
- ☐ Downward
- ☐ Lateral

Made by: Waqar Siddhu



Question No : 50 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 : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

The two basic categories of symbols in any spoken language are:

Answer ( Please select your correct option )

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☒ Verbal and nonverbal

☐ Spoken and unspoken

☐ Loud and soft

☐ Natural and synthetic

Made by: Waqar Siddhu

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following channel of communication is used when we wish to have full control over receiver's concentration?

Answer ( Please select your correct option )

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☒ Person-to-person

☐ Telephone

☐ E-mail

☐ Instant messages

Made by: Waqar Siddhu



Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

What is a functional resume?

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

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Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

In an indirect approach for writing a disappointing news letter the disappointing news is deemphasized. Discuss.

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

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Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

Write down the elements of the suggested plan for writing a direct-inquiry letter?

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

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Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

The use of gestures in the verbal communication process can also add meaning to the message that the sender is transmitting. Explain.

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

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**Made by: Waqar Siddhu**

Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

Review of actual business correspondence reveals that special attention should be devoted to assuring the courtesy of business communication. Discuss.

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

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**Made by: Waqar Siddhu**

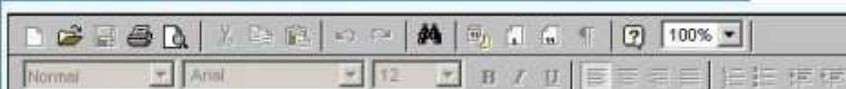
Question No : 58 of 60

Marks: 5 (Budgeted Time 10 Min)

What is the structure of an effective claim letter? Explain.

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)

Discuss the role of semantics in developing credibility in a persuasive message.

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

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Question No : 60 of 60

Marks: 5 (Budgeted Time 10 Min)

Give an example of the Direct Method of outlining the topic of an effective business writing.

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

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A rich text editor interface with a toolbar at the top containing icons for file operations, text formatting (bold, italic, underline, strikethrough), alignment, and a zoom dropdown set to 100%. Below the toolbar is a text area with a light gray background. The text "Made by: Waqar Siddhu" is written in a large, bold, black, cursive-style font in the bottom right corner of the text area.