



Virtual University

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MCM301
Solved Final Term Paper 4

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Year
2017

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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 includes:

Answer (Please select your correct option)

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- ☐ What we think
- ☐ Way we think
- ☐ Way we communicate with ourselves
- ☐ All of the given options

Made by: Waqar Siddhu

Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

The imprecise way people use the word "communication" has given rise to a/some misconception/s, which is/are:

Answer (Please select your correct option)

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- ☐ Meanings are in words
- ☐ All of the given options
- ☐ Communication solves all problems
- ☐ Communication breakdowns

correct

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.

correct

☐

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)

Which of the following is a process of sending back to the speaker what you as a listener think the speaker meant, both in content and in feelings?

Answer (Please select your correct option)

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☐

Empathic listening

☐

Critical listening

☐

Active listening

correct

☐

Preferential listening

Made by: Waqar Siddhu

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

While talking on telephone a disturbance in the line might make the receiver miss an important part of the message. What kind of communication barrier it will be?

Answer (Please select your correct option)

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☐

Badly Expressed Message

☐

Poor Retention

☐

Inattentive Listening

☐

Loss in Transmission

correct

Made by: Waqar Siddhu

Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is usually related to environmental factors that affect the communication?

Answer (Please select your correct option)

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☐ Listener barrier

☐ Sender barrier

☒ Physical barrier

correct

☐ Resistance

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

correct

☐ 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 is a speech pattern that organizes material according to how it is put together or where it is located?

Answer (Please select your correct option)

WWW.VirtualAcademyLive.com

☐ Spatial pattern

☒ Chronological pattern

correct

☐ Topical pattern

☐ Effect-cause pattern

Made by: Waqar Siddhu

Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is a method of arranging information by dividing it into parts?

Answer (Please select your correct option)

WWW.VirtualAcademyLive.com

☐ Spatial pattern

☐ Chronological pattern

☐ Topical pattern

correct

☐ Logical pattern

Made by: Waqar Siddhu

Question No : 10 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.

correct

☐ Multicolored lighting arrangement.

☐ A hot atmosphere.

Made by: Waqar Siddhu

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

When visuals are designed for a presentation, they should not be used to:

Answer (Please select your correct option)

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☐ Take the place of words

☐ Eliminate vagueness

☐ Simplify complex information

☐ Emphasize important points

Made by: Waqar Siddhu

Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Diagrams are excellent for conveying all of the following, except:

Answer (Please select your correct option)

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☐

Information about size

☐

Information about shape

☐

Information about structure

☐

Information about audience

Made by: Waqar Siddhu

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following statements about groups are true, EXCEPT:

Answer (Please select your correct option)

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☐

Group members strive to achieve some common purpose.

☐

Group members influence and are influenced by one another.

☐

Group members are interdependent.

☐

Group members must interact face-to-face.

Made by: Waqar Siddhu

Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following method of outlining speech is generally preferred for negative news messages?

Answer (Please select your correct option)

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☐

Direct method

☐

Indirect method

☐

Supporting method

☐

Sustaining method

Made by: Waqar Siddhu

Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following suggestions help improve the effectiveness of the opening paragraph of business writing, EXCEPT:

Answer (Please select your correct option)

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☐

Make sure the beginning is appropriate for the reader.

☐

Make sure the beginning is inappropriate for the situation.

☐

Use a fast-start beginning rather than a slow beginning.

☐

Keep the beginning paragraph fairly short.

Made by: Waqar Siddhu

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

To say a clear no or writing a straight refusal in a disappointing news letter all of the following techniques are useful, EXCEPT:

Answer (Please select your correct option)

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☐

De-emphasize the disappointing-news

☐

Use a conditional statement

☐

Tell the audience what you did, can do, or will do, rather than what you did not do, cannot do, or will not do

☐

Use a non-courteous tone

Made by: Waqar Siddhu

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

When it comes to writing disappointing news letters all of the following are correct, except:

Answer (Please select your correct option)

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☐

Avoid the use of negative words or phrases.

☐

Avoid making suppositions that are not likely to occur.

☐

Avoid a meaningless closing.

☐

Avoid a neutral or buffered opening.

Made by: Waqar Siddhu

Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

In a letter that makes a persuasive request, which of the following is correct about a specific request?

Answer (Please select your correct option)

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☐

Should be vague so that the receiver is not certain as to what is being requested.

☐

Stated in the first sentence

☐

Stated before details of the request are given

☐

Stated after details of the request are given

Made by: Waqar Siddhu

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following sentence beginnings would be best to use in a persuasive request?

Answer (Please select your correct option)

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☐

We think it would be good if you ...

☐

We need you to give ...

☐

Will you please ... ?

☐

It would be appreciated if you...

Made by: Waqar Siddhu

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

When asking for a raise, which one among the following is important to remember?

Answer (Please select your correct option)

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☐

Effort is to be rewarded

☐

Non-cash benefits may be of value if a raise is not feasible

☐

The length of employment is a great bargaining tool in asking for a raise

☐

Emotional appeals can help in getting a positive response to the request

Made by: Waqar Siddhu

Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following may decrease your chances of getting a raise?

Answer (Please select your correct option)

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☐

When your argument is based on longevity in an organization

☐

When the organization cannot easily replace you

☐

When you have volunteered and handled additional responsibilities successfully

☐

When you have a good relationship with your boss

Made by: Waqar Siddhu

Question No : 22 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 : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is correct about coercion, persuasion and manipulation in persuasive messages?

Answer (Please select your correct option)

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☐

Are three separate categories

☐

Are loosely connected

☐

Are blended into each other

☐

Are unrelated

Made by: Waqar Siddhu

Question No : 24 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 : 25 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 : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

To begin a disappointed newsletter with a negative information, _____ a negative situation.

Answer (Please select your correct option)

WWW.VirtualAcademyLive.com

☐ Eases

☐ Reduces

☐ Complicates

☐ Relieves

Made by: Waqar Siddhu

Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

The letters written to book some place like room, hall etc are called:

Answer (Please select your correct option)

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☐

Informal social invitation letters

☐

Reservation letters

☐

Claim letters

☐

Order letters

Made by: Waqar Siddhu

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following method is the best approach for refusing a claim?

Answer (Please select your correct option)

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☐

Direct method

☐

Callous method

☐

Straight method

☐

Indirect method

Made by: Waqar Siddhu

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

Knowing the related background information will enable a writer to "pitch" his message to the target audience. Relate this statement to one of the following steps of the Planning Stage of effective business writing?

Answer (Please select your correct option)

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☐

Determine your purpose

☐

Consider your reader

☐

Choose your idea

☐

Determine the appropriate content

Made by: Waqar Siddhu

Question No : 30 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
- ☐ Presenting an evidence
- ☐ Communicating a negative message or bad-news
- ☐ Conveying facts

Made by: Waqar Siddhu

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

"Careful outlining is helpful as it improves the clarity of your message." Outlining is done at which of the following stages of business writing?

Answer (Please select your correct option)

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- ☐ Planning
- ☐ Pre-planning
- ☐ Organizing
- ☐ Drafting

Made by: Waqar Siddhu

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a message written to use within the organization?

Answer (Please select your correct option)

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- ☐ Memorandum
- ☐ Letter
- ☐ Application
- ☐ Report

Made by: Waqar Siddhu

Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

Mentioning date and time is of immense importance in all of the following types of letters, except:

Answer (Please select your correct option)

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☐ Speaking Invitation Letters

☐ Social Invitation Letters

☐ Reservation Letters

☐ Letters requesting Favors

Made by: Waqar Siddhu

Question No : 34 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 : 35 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 : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are forms of good-news letters, except:

Answer (Please select your correct option)

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☐

Letters granting adjustments

☐

Letters acknowledging orders

☐

Letters granting favors

☐

Letters rejecting requests

Made by: Waqar Siddhu

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

A letter that acknowledges an order should preferably begin with:

Answer (Please select your correct option)

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☐

Information about the status of the customer's order

☐

Thanking the customer for his/her trust

☐

Personal introduction of the sender

☐

Providing information about company's other products or services

Made by: Waqar Siddhu

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

The first and the foremost key to choose the best approach for disappointing-news messages is to analyze the:

Answer (Please select your correct option)

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☐

Audience members

☐

Intensity of the situation

☐

Ethical considerations

☐

All of the given options

Made by: Waqar Siddhu

Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

A good buffer in a disappointing news letter should express all of the following, except:

Answer (Please select your correct option)

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☐

Your appreciation for being thought of

☐

Your attention and concern to the reader's request

☐

Your apology for not being able to fulfill the request of the reader

☐

Your understanding of the reader's needs

Made by: Waqar Siddhu

Question No : 40 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 : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

All of these are some basic truths about human nature that help writers to humanize their business messages, except:

Answer (Please select your correct option)

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☐

People are self-centered

☐

People are defensive

☐

People expect courtesy

☐

People are hostile

Made by: Waqar Siddhu

Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

In an effective writing Emphasis stands out in two positions i.e. at/in:

Answer (Please select your correct option)

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- ☐ The beginning and the end
- ☐ The lead and the body
- ☐ The middle and the body
- ☐ The body and the end

Made by: Waqar Siddhu

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the example of concreteness?

Answer (Please select your correct option)

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- ☐ He got a good score in his MBA Program.
- ☐ His GPA in 2000 was 3.9 on a four point scale.
- ☐ He got highest score in his MBA Program.
- ☐ He received 3.9 grade in his study program.

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)

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 : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

Ex-President General Pervaiz Musharraf's decision of removing Chief Justice of Pakistan Iftakhar Muhammad Chudary from his office on March 9, 2007 can be considered which of the following styles of leadership?

Answer (Please select your correct option)

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☐

Authoritarian

☐

Laissez-Faire

☐

Democratic

☐

Popular

Made by: Waqar Siddhu

Question No : 47 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 : 48 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 : 49 of 60

Marks: 1 (Budgeted Time 1 Min)

Listening process Does Not involve which of the following actions?

Answer (Please select your correct option)

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☐ Hearing

☐ Filtering

☐ Remembering

☐ Feed back

Made by: Waqar Siddhu

Question No : 50 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 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 : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it will be?

Answer (Please select your correct option)

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- | | |
|-----------------------|------------------------|
| <input type="radio"/> | Empathic listening |
| <input type="radio"/> | Critical listening |
| <input type="radio"/> | Active listening |
| <input type="radio"/> | Preferential listening |

Made by: Waqar Siddhu

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

All of these are the purposes of introduction in thesis except

Answer (Please select your correct option)

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- | | |
|-----------------------|--|
| <input type="radio"/> | Getting the audience's attention |
| <input type="radio"/> | Introducing your target audience |
| <input type="radio"/> | Adapting to the audience |
| <input type="radio"/> | Establishing your rapport or credibility with the audience |

Made by: Waqar Siddhu

Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

Choosing your ideas is an important step of the planning stage in the writing process. What techniques would you consider for choosing the best idea for your message in business writing?

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

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Made by: Wagar Siddhu

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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Made by: Waqar Siddhu

Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

Explain the difference between logical appeals and emotional appeals.

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

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Made by: Waqar Siddhu

Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Explain the importance of proper Rate of speech in effective oral communication.

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)

Discuss the things that must be avoided when writing a buffer.

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 are the guidelines for developing a persuasive message?

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)

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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Made by: Waqar Siddhu

Elaborate through examples how disability bias can be avoided in a courteous writing?

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

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Made by: Waqar Siddhu