

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

Select correct option:

Analogy

Logic

Induction

Deduction

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Which of the following is the characteristic of good news letter?

Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

When people ask you for information and you can't honor the request, you may answer with:

Select correct option:

Direct approach only

Indirect approach only

Both direct and indirect approach

None of the given options

Almost every customer who makes a claim is emotionally involved; therefore, the _____ is usually the best approach for a refusal.

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Which of the following calls on human reason?

Select correct option:

Emotional appeals

Logical appeals

Irrational appeals

Unreasonable appeals

Which of the following statement is NOT true about a congratulatory message?

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

The message may close by referring to the writer's assistance to the receiver in his or her achievement.

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

Select correct option:

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

In a disappointing newsletter:

Select correct option:

It is important to apologize.

Apology can be made with reason.

No apology is offered for the decision.

None of the given options

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

Select correct option:

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

All of the following are achieved by adopting audience centered tone in a disappointing news message, EXCEPT:

Select correct option:

Accepting that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride

Which of the following is NOT used in oral speaking style?

- Mostly long sentences
- Personal pronouns freely
- Active voice
- Contractions often

A presenter who consistently speaks at a rapid rate may be perceived as:

To be nervous

Impatient

Hurried

All of above page # 59

1. Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

- Conciseness
- Correctness
- Consideration
- Courtesy

2. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- Listening
- Hearing
- Filtering

- Speaking

3. Effective communication benefits the organization by:

- Creating positive image
- Reducing cost
- Increasing employee productivity
- All of the given options

4. When using visuals in a presentation, which of the following should be avoided?

- Taking time to explain the visual.
- Fitting the visual to the material being discussed.
- Talking to the visual.
- None of the given options

Select the correct option upon which the presentation through visual aid depends rather than presenter:

Equipment

Literature

Feed back

Audio

5. In order to listen more effectively, you should:

- Minimize distractions
- Talk less
- Pay attention to verbal and nonverbal cues
- All of the given options

6. Effective writers visualize the _____ before starting to write.

- Story
- Reader
- Colours
- Publisher

7. What does communication breakdown mean?

- We have been ineffective in communication. Page 18
- We have been effective in communication.
- We have been helpful in communication.
- We physically broke communication.

8. Which one of the following is not required to keep conciseness in writing?

- Including only relevant material

- Adding extra and unrelated information page 118
- Eliminating wordy expressions
- Avoiding unnecessary repetition

Question # 2 of 10 (Start time: 03:36:23 PM) Total Marks: 1

Diversity is important to the success of groups. What does it mean?

- Group members should tolerate diversity
- Group members should encourage and support diversity page # 100
- Group members should be honest in their personal views toward diversity
- Co-cultures can contribute to group dysfunction if differences dominate group goals

12. In a well planned presentation where there is no need to record information that comes up on the spot, there may be no need for:

- Photographic slides
- Chalk or dry-erase boards
- Transparencies
- CD-ROM or DVD

13. _____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

- Compromise Page # 103
- Compulsion
- Impulsion
- Perception

A facial expression that reveals anxiety on speaker's face causes an audience to feel:

- Relaxed
- Anxious and uneasy
- Confident
- Sleepy

Understanding is the stage at which you learn:

Select correct option:

- What the speaker means
- How to judge a message
- Analyzing the conversation
- None of the given options

Conflicting information develops:

Select correct option:

- Mental turbulence

- Good understanding
- Psychological disorders
- Sharp thinking

Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

Select correct option:

- **Listening**
- Hearing
- Filtering
- Speaking

Self-confident individuals usually stand more erect than those:

Select correct option:

who lack confidence

who are over-confident

who are submissive

who are arrogant

Nonverbal messages are extremely important because _____.

Select correct option:

- They comprise well over half of our communication in face-to-face settings.
- They are often more reliable because they are hard to fake.
- In a number of situations, we rely on them more than on verbal cues.
- **Of all of the given reasons**

Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

Select correct option:

- **Developmental view**
- Contextual view
- Relative view
- Virtual view

A presenter who speaks too loudly may be perceived as which of the following?

Select correct option:

- Bombastic
- Aggressive
- Insensitive to listeners
- **All of the given options**

Which of the following pattern is not a specific organizational pattern?

Select correct option:

- Spatial
- Chronological
- Topical
- **Deductive**

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

Select correct option:

- 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.

The word 'communication' is derived from a Latin word 'communico', which means:

Select correct option:

- **To share**
- To respond
- To give
- To tell

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

Select correct option:

- Physical barriers
- **Listener barriers**
- Sender barriers
- None of above

Thesis statement is a _____ of your speech.

Select correct option:

- **Core idea or bottom line**
- End of the speech
- Body
- Indirect statement

_____ is a process which demands that full attention be paid to the spoken material.

Select correct option:

- Speaking

- **Listening**
- Hearing
- Dialogue

Which of the following statement has biased language?

Select correct option:

- **Most Germans are direct in their communication.**
- Jews generally make good businesspeople.
- Some Japanese businesspeople cannot speak English.
- Older people generally have lower energy levels.

Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

Select correct option:

- **Misunderstanding**
- Hatred
- Understanding
- Generosity

Which of the following is the first step in order to overcome communication barriers?

Select correct option:

- **To recognize the most common barriers and then, understand their negative impact on communication**
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

Which type of communication it would be when subordinate update their superior by telling them about problems at the workplace?

Select correct option:

- **Upward**
- Horizontal
- Downward
- Group

Audience information such as age, gender, education, and socioeconomic status falls into a category known as

Select correct option:

- Profiling
- **Demographics**
- Topoi

- MYGLO

Mediated communication occurs through:

Select correct option:

- **Letters, reports, forms and interoffice memoranda**
- Letters, newspapers and radio
- Newspapers, books and TV
- TV, radio and wall chalking

It is always easier to communicate at the

Select correct option:

- **Peer level**
- Differing status
- Different position
- Different class

A presenter can prepare effective responses by which of the following?

Select correct option:

- Anticipating
- Answering
- Revising
- **All of the above**

When using a story, the presenter should:

Select correct option:

- **Tell the story first, and then show how it illustrates the thesis**
- State the thesis first, and then show how the story supports the thesis
- Either option is acceptable
- Neither option is acceptable

Effective internal communication helps to increase the job

Select correct option:

- Absenteeism and depression
- Dejection and output
- Grievances and sadness
- **Satisfaction and productivity**

14. How can the credibility of a presenter be increased?

- Being well dressed and well groomed
- Complimenting the audience

- Demonstrating your sincerity
- All of the given options

15. Which of the following would be the least helpful source when conducting audience research?

- The program planner of the occasion where you are speaking
- The website of the organization that has invited you to speak
- Interviews of former members of the organization to whom you are invited to speak
- News releases highlighting the organization to whom you will be speaking

16. Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

- U-formation
- Modified T-formation
- Conventional classroom style
- Conventional theater style page 83

17. Which type of communication it would be when co-workers decide to meet to deal with a problem?

- Upward
- Horizontal
- Downward
- Intrapersonal

18. Types of media used to direct information upward are:

- Reports, interoffice memos and supervisor subordinate conferences
- Letters, newspapers and radio
- Newspapers, books and interoffice memos
- TV, radio and wall chalking

19. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

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

- Listener barrier

- Sender barrier
- Physical barrier
- Resistance

21. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

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

- Information about size
- Information about shape
- Information about structure
- Information about audience

23. :When centering on the audience, you start by finding _____ that enable you to identify with them.

- Rare traits
- Common traits
- Extraordinary character

24. Speaking notes for speech should be:

- Legible
- Unobtrusive
- Detailed
- Legible and unobtrusive

25. An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?

- Thesis statement
- Subject of the topic
- Speech topic
- References

26. _____ itself is probably the most common barrier to effective communication.

- Language
- Information
- Speech
- Communication

27. Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- Mediated communication
- Mass communication
- Interpersonal communication
- Group communication

28. How many purposes your introduction should have:

- Two
- Three
- Four
- Five

29. Studies show that job applicants are more likely to make a favorable impression and get a job offer when:

- They let the interviewer do most of the talking.
- They talk too much.
- They talk in a loud tone.
- They talk in a low voice.

30. A simple sentence that makes a statement or expresses an attitude, opinion, condition, position, or feeling about the subject. It is called which of the following.

- Speech
- Thesis statement
- Introduction
- Outline

Select what do facial expressions, eye contact, gestures and body language tells about the speaker?

- Presentation topic
- Educational background
- Frame of mind
- Level of confidence

Which of the following is the appropriate response to a comment of agreement?

Select correct option:

- I agree with it.
- That's a very good point
- Thank you
- That's not right

31. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

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

- Courtesy
- Correctness
- Conciseness
- Cleanliness page # 106

33. While talking to your friend underneath an elm tree, you hear the sounds of birds singing and this distracts you from your conversation. What would you call it?

- Feedback
- Psychological noise
- Physical noise
- Physiological noise

34. When considering objects or models as visual aids, the presenter should consider which of the following point?

- Objects and models are too big to use in a presentation
- Audience-members can easily learn as much from other visual aides
- The object or model needs to be passed around the audience during the speaker's presentation so the audience-members can get a look at it while it is described
- There are situations in which the object being discussed or a realistic model makes the best support

35. Which phrase shows the key rule to make a good speech?

- To keep in mind that audiences care most about things that directly affect them. page 38
- To avoid the audience's choice and most about things that directly affects them.
- Centering on the self
- To keep in mind that idea that is presented in speech.

36. Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological

- Topical
- Deductive page # 51

37. Which of the following is NOT a form of nonverbal communication?

- Gestures
- Facial expressions
- Appearance
- A radio interview

38. All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?

- Resistance to change
- Resentment of the presenter
- Repetition of behavior that is successful for the detractor
- Reappearance of the presenter page # 78

39. Partial or marginal listening can distort the intent of which of the following?

- Message page # 33
- Channel
- Source
- All of the given options

40. Which of the following is NOT used in oral speaking style?

- Mostly long sentences
- Personal pronouns freely
- Active voice
- Contractions often

41. All of the following are correct about magazines except:

- 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 Page # 41

42. Effective writers visualize the _____ before starting to write.

- Story
- Reader
- Colours
- Publisher

43. When should you leave your name and phone number in a voice mail message?

- In the beginning
- In the middle
- In the end
- At any time, as long as you provide this information

44. Mediated communication occurs through:

- Letters, reports, forms and interoffice memoranda
- Letters, newspapers and radio page # 12
- Newspapers, books and TV
- TV, radio and wall chalking

45. Which one of the following information is true about bar charts, simple column charts and multi-column charts?

- All can be used effectively for the same purpose
- Can be used to illustrate varied values
- Are usually illegal for visual aids
- Are usually not good visual aids

46. All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

- Detour
- Delay
- Dismiss
- Drag page # 78

47. Which one of the following arrangement is a modification of conventional classroom seating?

- U-formation
- T-formation
- Modified T-formation
- V-formation page # 87

Which of the following is the appropriate response to a comment of agreement?

- I agree with it.
- That's a very good point
- Thank you
- That's not right

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

- A question Page # 58

- Statement
- Speech
- Confess

48. What is the basic requirement of Coordinating behavior?

- It requires that group members be in the same geographic area

- It requires the use of verbal communication only
- It requires the use of nonverbal communication only
- It requires the exchange of messages whether verbal or nonverbal

Articulate speech is characterized by:

- Correct pronunciation and clear enunciation page # 59

- Vocal trait
- Combination of pitch and strength
- More clearly express or magnify meaning

49. Which of the following is the most appropriate definition of group communication?

- Two or more persons who are interacting with one another during which mutual influence is taking place

- Any interaction between two or more persons
- Any time two or more persons influence each other
- Any collection of two or more persons

50. Which of the following are the factors involved in nonverbal communication?

- Appearance, facial expressions
- Eye contact, gestures, touch
- Posture, voice, silence, time, and space
- All of the given options page # 27

51. All of the following are the types of comments from an audience EXCEPT:

- Agreement
- Addition
- Objection
- Arbitrate

52. When applied to business messages 'correctness' means all of the following, EXCEPT:

- Use the right level of language
- Check accuracy of words, information and data
- Use correct grammar and punctuation
- Check font style **page #112**

53. All of the following are the examples of touching, EXCEPT:

- Shake hand
- A hug
- A pat
- Drawing the eyebrow down

54. At what point does an introduction begin?

- It begins the moment you address the audience. **Page # 47**
- It begins at the middle of your speech.
- It begins at any moment during your speech.
- All of the given options

55. What do we call to the person who transmits the message?

- Sender **Page # 3**
- Channel
- Receiver
- Decoder

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

- Spatial pattern
- Chronological pattern
- Topical pattern **page # 53**
- Logical pattern

57. A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

- Anticipating
- Answering

- Recording page # 69
- Rehearsing

58. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

59. Supporting material can serve which of the following functions?

- Apply clarity
- Increase interest
- Provide proof
- All of the given options

60. The purpose of your message will determine:

- How much you need to know about your reader. Page # 121
- How much you need to know about your idea.
- How much you need to know about the background of your letter.
- All of the given options

61. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

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

- 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.

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

- Direct method **page # 122**
- Indirect method
- Supporting method
- Sustaining method

64. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening **page # 33**
- Hearing
- Dialogue

65. Which of the following would be a negative result of failing to analyze the audience properly?

- Assuming that gender stereotypes still hold true
- Offending audience members with a position that is contrary to their religious/moral beliefs
- Using jargon or vocabulary that is inappropriate for the audience's educational level
- All of the above

66. All of the following are the types of comments from an audience EXCEPT:

- Agreement
- Addition
- Objection
- Arbitrate

67. All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

- It helps put order to the information.
- It serves as a model to check your work.
- It serves as a guide from which to deliver your speech.
- It helps to build confusion for the listeners.

68. Which one of the following is not required to keep conciseness in writing?

- Including only relevant material

- Adding extra and unrelated information
- Eliminating wordy expressions
- Avoiding unnecessary repetition

69. While preparing for effective business writing Drafting Stage involves all of the following, EXCEPT:

- Developing appropriate beginning paragraph
- Composing the body
- Developing appropriate ending paragraph
- Editing Page # 120

70. Which of the following is NOT the stage of effective business writing?

- Planning Stage
- Organizing Stage
- Drafting Stage
- Theater Stage Page # 120

71. Effective communication benefits the organization by:

- Creating positive image
- Reducing cost
- Increasing employee productivity
- All of the given options

72. Which of the following is/are example(s) of interpersonal exchange?

- Conversations
- Dialogues
- Small group discussions
- All of the given options Page # 9

73. Broadly classifying the barriers, how many kinds of communication barriers?

- Three
- Four
- Five
- more than seven

there are three kinds of communications barriers, which are: Sender-message, physical, and listener-receiver.

74. Which of the following is the appropriate response to a comment of agreement?

- I agree with it.
- That's a very good point
- Thank you
- That's not right

75. A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:

- Informative speech
- Ceremonial speech
- Persuasive speech
- None of the given options

76. A presenter who speaks too loudly may be perceived as which of the following?

- Bombastic
- Aggressive
- Insensitive to listeners
- All of the given options

77. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback page # 4 and 5
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

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

- 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? Page # 124

79. How many components do self-concept has?

- Two page # 7
- Five

- Four
- Three

Self-concept is made up of two components, self-image, and self-esteem.

80. When do you think groups, rather than individuals working alone, should be used to solve a problem?

- When the task requires a limited amount of information and skills
- When a quick resolution is essential
- When commitment to the decision is important
- When the task is fairly simple and straightforward

81. Which of the following can help the presenter to avoid a computer catastrophe?

- Have a contingency plan
- Have back-up technical support available
- Use the Internet in real-time
- Have a contingency plan and back-up technical support available

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

- Direct method
- Indirect method
- Supporting method
- Sustaining method

83. Which type of speaking relies on speaking notes?

- Manuscript
- Memorized
- Impromptu
- Extemporaneous

84. A good rule to recall when using statistics is:

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective though
- Rounding and using a few key statistics is generally most effective

85. Diversity is important to the success of groups. What does it mean?

- Group members should tolerate diversity
- Group members should encourage and support diversity
- Group members should be honest in their personal views toward diversity
- Co-cultures can contribute to group dysfunction if differences dominate group goals

86. Which of the following is true about goodwill messages?

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

87. Intrapersonal communication processes depend on how many qualities of the communicator?

- Four Page # 7
- Five
- Eight
- More than ten

Reference:

1. Frame of reference
2. Creativity
3. Self-talk
4. Risk-taking behavior

88. All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

- People are self-centered
- People are defensive
- People are perfect
- People expect courtesy Page # 106

89. Which of the following is not suggested for an appropriate ending of business writing?

- Keep the ending paragraph as long as circumstances allow. Page # 127
- Avoid the inclusion of negative information in the ending.
- Include reader-benefit material, if appropriate.
- State who is to perform the desired action if the action is to be performed by someone other than the reader.

90. Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?

- Consumers
- Stockholders
- Government agencies
- All of the given options Page # 15

91. All of the following are the different types of EXCEPT:

- Agreement
- Fairness
- Cooperation
- Bad news Page # 158

92. All of the following are the levels of listening except:

- Active Listening
- Protective Listening
- Partial Listening
- Critical Listening page # 22

93. Writing with a you-attitude shows sincere _____ for the reader.

- Apathy
- Concern page # 106
- Sympathy
- Curiosity

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

- Eases
- Reduces
- Complicates page # 126
- Relieves

95. All of the following steps are essential to an effective response of questions EXCEPT:

- Listen
- Discern
- Anticipation page # 73
- Answer

96. All of the following are correct when it comes to writing disappointing news letters EXCEPT:

- 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. Page # 165

97. Excitement is communicated by:

- A high-pitched voice
- Rapid rate of speaking
- Shrill voice
- All of the given options

98. Nonverbal messages are extremely important because _____.

- They comprise well over half of our communication in face-to-face settings.
- They are often more reliable because they are hard to fake.
- In a number of situations, we rely on them more than on verbal cues.
- Of all of the given reasons

Reference: -

<http://aiic.net/ViewPage.cfm/page1662.htm>

100. Order letters are usually written, when _____ are not available.

- format memo

1. All of the following are the types of periodical except:

- Journals
- Magazines
- Newspapers
- Note-cards

2. verbal communication one's physical appearance affects the _____.

- Message

- Channel
- Sender
- Status

3. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

4. word 'intrapersonal' means:

- Within the person
- Outside the person
- Not personal
- Impersonal

5. In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?

- The interpretation of body language is universal.
- The interpretation of body language is not universal.
- The interpretation of body language is same worldwide.
- The interpretation of body language is global.

6. Which of the following process is the automatic psychological process of receiving aural stimuli?

- Listening
- Hearing
- Filtering
- Speaking

7. Types of media used to direct information upward are:

- Reports, interoffice memos and supervisor subordinate conferences
- Letters, newspapers and radio
- Newspapers, books and interoffice memos
- TV, radio and wall chalking

8. Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

- Developmental view
- Contextual view
- Relative view
- Virtual view

9. What does frequent eye contact show?

- Tension
- Liking
- Rejection
- Boredom

10. Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

- Misunderstanding
- Hatred
- Understanding
- Generosity

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

- Upward
- Horizontal
- Downward
- Group

12. Probing is:

- Attempting to explain what the sender's statement means.
- Attempting to gain additional information, continue the discussion, or clarify a point.
- Attempting to discover completely what the sender means.
- Making a judgment about the worth of sender's statement.

13. Which of the following is the first step in order to overcome communication barriers?

- To recognize the most common barriers and then, understand their negative impact on communication
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

14. How many categories do feedback has?

- 3
- 5
- 4
- 10

15. Which of the following is/are example(s) of interpersonal exchange?

- Conversations
- Dialogues
- Small group discussions
- All of the given options

16. How many words is average speaker's rate per minute?

- 100 to 150
- 400 to 500
- More than 500
- Countless

17. Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

- Mediated communication
- Mass communication
- Interpersonal communication
- Group communication

18. Which of the following is correct about human memory?

- Not very sharp
- Reconstructive
- Poorly developed
- All of the given options

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

- Problem/solution order
- Cause/effect order
- Deductive order
- Inductive order

20. Which of the following is not a demographic characteristic?

- Sex
- Age
- Cultural background
- Attitude

21. The term pitch refers which of the following?

- The degree of lowness of sound
- The degree of highness of sound
- The degree of highness or lowness of a sound
- All of the given options

22. All of the following are the elements of communication process. EXCEPT:

- Sender
- Message
- Channel
- Creativity

23. Which one of the following statement defines situational context of interpersonal communication?

- It concerns your reactions to the other person.
- It deals with the psycho-social "where" you are communicating. Page # 10
- It is who you are and what you bring to interaction.
- It deals with the physical "where" you are communicating.

24. All of the following are the barriers to communication, EXCEPT:

- Over communication
- Conflicting information
- Language difference

- Composing message at proper level **page # 31 & 32**

25. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- **Listening page # 20**
- Hearing
- Filtering
- Speaking

26. Self-confident individuals usually stand more erect than those:

- **who lack confidence page # 28**
- who are over-confident
- who are submissive
- who are arrogant

27. A presenter who speaks too loudly may be perceived as which of the following?

- Bombastic
- Aggressive
- Insensitive to listeners
- **All of the given options**

28. Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological
- Topical
- **Deductive**

29. The word 'communication' is derived from a Latin word 'communico', which means:

- **To share**
- To respond
- To give
- To tell

30. Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- Physical barriers

- Listener barriers page # 35

- Sender barriers
- None of above

31. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening
- Hearing
- Dialogue

32. Which of the following statement has biased language?

- Most Germans are direct in their communication.
- Jews generally make good businesspeople.
- Some Japanese businesspeople cannot speak English.
- Older people generally have lower energy levels.

33. All of the following are the categories of feedback, except:

- Evaluation
- Interpretation
- Probing
- Noise

34. Articulate speech is characterized by:

- Correct pronunciation and clear enunciation
- Vocal trait
- Combination of pitch and strength
- More clearly express or magnify meaning

35. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

36. Where does immediacy come from during a presentation?

- Looking at your notes

- Standing
- Dressing with authority
- Making eye contact

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

- Spatial pattern
- Chronological pattern
- Topical pattern
- Logical pattern

38. All of the following are the levels of communication. EXCEPT:

- Intrapersonal Communication
- Interpersonal Communication
- Mediated Communication
- Frame Communication

39. Which of the following is the first step in order to overcome communication barriers?

- To recognize the most common barriers and then, understand their negative impact on communication
- To recognize the most common barriers and then, find the positive aspects
- To find the rare barriers and understand their negative impact
- All of the given options

40. Audience information such as age, gender, education, and socioeconomic status falls into a category known as

- Profiling
- Demographics
- Topoi
- MYGLO

41. Jumps to conclusions. This is an example of:

- Listener barrier
- Sender barrier
- Physical barrier
- Noise

42. Mediated communication occurs through:

- Letters, reports, forms and interoffice memoranda
- Letters, newspapers and radio
- Newspapers, books and TV
- TV, radio and wall chalking

43. It is always easier to communicate at the _____.

- Peer level
- Differing status
- Different position
- Different class

44. A presenter can prepare effective responses by which of the following?

- Anticipating
- Answering
- Revising
- All of the above

45. Which one of the following is a planned and rehearsed speech that uses different words during rehearsals?

- Manuscript speech
- Memorized speech
- Impromptu speech
- Extemporaneous speech

46. All of the following are correct about magazines except:

- 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

47. _____ can also seriously impede the transmission of ideas.

- Tolerance
- Broadsides
- Prejudice
- Acceptance

48. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?

- Listening
- Hearing
- Filtering
- Speaking

49. Effective internal communication helps to increase the job _____.

- Absenteeism and depression
- Dejection and output
- Grievances and sadness
- Satisfaction and productivity

50. On the average, how faster a person can think than the listener can talk?

- Ten times
- Five times
- Four times
- Three times

51. An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

- A question
- Statement
- Speech
- Confess

52. Fillers _____ the continuity of communication.

- Develop
- Emphasize
- Interrupt
- Build up

54. All of the following are the purposes of introduction except:

- Getting the audience's attention
- Introducing your thesis
- Establishing your rapport or credibility with the audience
- Avoid to the audience

55. Business associates can be a helpful source for:

- Identifying probable questions and objections
- Can reveal questions and concerns
- It is helpful to recall the questions
- None of the given options

56. What is involved in communication process?

- Idea-encoding-channel-decoding-feedback
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

58. Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?

- Developmental view
- Contextual view
- Relative view
- Virtual view

59. _____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- Listening
- Hearing
- Dialogue

60. Which of the following pattern is most appropriate when you used the problem/solution method?

- Spatial
- Chronological
- Topical
- Logical

61. Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?

- Inclusion
- Control
- Affection
- Power

62. In general, there are _____ of newspaper indexes:

- Two kinds
- Three kinds
- Many kinds
- None of the given option

63. Partial or marginal listening can distort the intent of which of the following?

- Message
- Channel
- Source
- All of the given options

64. The quality of tone is a combination of which of the following?

- Pitch, strength and character
- Pitch, strength and volume
- Volume, rate and fillers
- Fillers, character and volume

65. All of the following are the levels of listening except:

- Active Listening
- Protective Listening
- Partial Listening
- Critical Listening

66. Which of the following process is the automatic psychological process of receiving aural stimuli?

- Listening
- Hearing
- Filtering
- Speaking

Question No: 37 (Marks: 1) - Please choose one

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

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**
- ▶ Resistance

Question No: 38 (Marks: 1) - Please choose one

Which of the following barriers are most often the hardest to identify and reduce or eliminate?

- ▶ Physical barriers
- ▶ Listener barriers
- ▶ Sender barriers
- ▶ **None of given options**

Question No: 39 (Marks: 1) - Please choose one

The sender analyzes the receiver's knowledge so that the he/she could:

- ▶ **Compose the message at the proper level.**
- ▶ Emphasize receiver benefits.
- ▶ Choose the approach to use in the message.
- ▶ Avoid making a negative impression.

Question No: 40 (Marks: 1) - Please choose one

What does Communication breakdown mean?

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

Question No: 41 (Marks: 1) - Please choose one

Farhan talking with his friend on telephone is an example of which type of communication?

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?

- ▶ Channel

- ▶ Receiver
- ▶ Sender
- ▶ Encoder

68. Bcc stands for: <http://www.vuaskari.com/>

- **Blind carbon copy**
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

69. While writing a letter to inquire about the people, one should keep in mind all of the following, except: <http://www.vuaskari.com/>

- Respect human rights, both legal and moral
- Ask only for info related to the job
- **Stress unrelated information/ facts**
- Structure the questions around the job

1. How we can better our communication skills by Cost reduction? Explain (5 marks)

2. Discuss the demographic factors? (5 marks)

3. Discuss the different source of information that is used to collect information

Question: <http://www.vuaskari.com/>

Intrapersonal communication processes depend upon communicators of the following qualities

Frame of reference

- Creativity
- Self-talk
- **All of the above.**

Question: <http://www.vuaskari.com/>

If a person is communicating with his friend on telephone then it will be:

- Intrapersonal communication
- **Mass communication**
- Mass communication
- None of the above

Question: <http://www.vuaskari.com/>

Which one of the following statement is correct about communication?

- Communication can solve all problems.
- Communication skills are not learnt.
- **Communication is dynamic, not static.**
- Communication is just an information transfer.

Question:

Which one of the following is not a part of electronic media?

- Radio
- Television
- Film
- **Brochure**

Question: <http://www.vuaskari.com/>

Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:

- Organizational policies and procedures
- Feedback about employees' performance
- Organizational goals and objectives
- **All of the above.**

Question: <http://www.vuaskari.com/>

Which one of the following is a mass medium of communication?

- Television
- Radio
- Newspaper
- **All of the above**

Question: <http://www.vuaskari.com/>

The five steps involved in a communication process appear in a specific order. Which one of the following is the right order?

- IdeaàChannelàEncodingàDecodingàFeedback
- **Ideaà EncodingàChannelàDecodingàFeedback**
- ChannelàIdeaàEncodingàFeedbackàdecoding
- IdeaàDecodingàChannelàEncodingàfeedback

Question:

Probing in a communication process is:

- **An attempt to gain additional information**
- Making judgments
- An attempt to explain what the sender meant
- None of the above

Question: <http://www.vuaskari.com/>

Self Talk is also called as:

- Mediated communication
- Interpersonal communication
- **Imagined communication**
- Person-Group communication

Question: <http://www.vuaskari.com/>

Creating and holding a mental image of the person with whom you are conversing by telephone will:

- Give the impression the other person is important.
- **Help you keep the conversation focused on the other person.**

- Make your voice sound professional.
- Minimize the potential for in-person interruptions.

Question: <http://www.vuaskari.com/>

The person who attaches meaning to a message is called:

- Sender
- Encoding
- Transmitter
- **Receiver**

Question:

The eye is capable of processing 500-million bits of information per second, however the brain can only compute about _____ bits of information per second.

- 400
- **500**
- 600
- 650

Question: <http://www.vuaskari.com/>

_____ is an automatic psychological process of receiving aural stimuli.

- Listening
- **Hearing**
- Speaking
- None of these

Question: <http://www.vuaskari.com/>

Some misconceptions about communication are

- Communication solves all problems
- Communication physically breaks down
- The meaning we attach to a word will be the meaning everyone else attaches to
- **All of the given options**

Question:

Specialized vocabulary is known as:

- Equivocal terms
- **Jargon**
- Trigger words
- Biased language

Question: <http://www.vuaskari.com/>

A thesis statement is a _____ in sentence form

- **Declarative statement**
- Direct statement
- Indirect statement
- Straight statement

Question: <http://www.vuaskari.com/>

_____ is a sentence that does not express the feeling, conditions, opinions and attitude.

- Thesis statement.
- Indirect statement
- Direct statement
- **Straight statement**

Question: <http://www.vuaskari.com/>

A _____ is a strong statement designed to evoke a powerful emotional response.

- **Startling statement**
- Indirect statement.
- Direct statement
- Straight statement

Question:

All of the following are the tools for getting audience attention, except:

- Startling statement
- Stories
- Rhetorical questions
- **Conclusion**

Question:

Deductive and inductive are the types of _____ order. <http://www.vuaskari.com/>

- Spatial
- Chronological
- Topical
- **Logical**

Question: <http://www.vuaskari.com/>

In which speech, speaker does not have time to analyze the audience

- Manuscript
- Memorized
- **Impromptu**
- Extemporaneous

Question: <http://www.vuaskari.com/>

If your objective is to train a new computer consultant, what will be your general goal or general purpose

- **To inform**
- To persuade
- To teach
- To entertain

Question:

Which of the following statement explains mediated communication?

- Mediated communication occurs when two (or a few) people use loud speaker to
- **Mediated communication occurs when two (or a few) people use some**
- Mediated communication occurs when people try to communicate at mass level.
- Mediated communication occurs when a group of people uses email to send

Question:

When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.

- Upward
- Horizontal
- **Downward**
- Lateral

Question:

After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is? <http://www.vuaskari.com/>

- Empathic listening
- Critical listening
- **Active listening**
- Preferential listening

Question:

When working to create and maintain a favorable relationship with a receiver, a sender should: <http://www.vuaskari.com/>

- Do just what the receiver expects.
- Impress the receiver by using technical terms.
- Stress mutual interests and benefits.
- **Use positive wording.**

Question: <http://www.vuaskari.com/>

If a manager asks his assistant to compile a report on the overall performance of the department, which forms of communication it, will be?

- Upward communication
- Intrapersonal communication
- **Downward communication**
- Lateral communication

Question: <http://www.vuaskari.com/>

Drafting stage starts after

- Planning
- Organizing
- **Both 1 and 2**
- None

Question:

Which is NOT true for creating effective opening paragraph? <http://www.vuaskari.com/>

- Keep the beginning paragraph fairly short.
- Use a you-viewpoint in the opening
- Make sure the beginning is appropriate for the reader
- **Don't consider your reader**

Question:

Ending paragraph provides you the opportunity to

- Concentrate on the action you desire the reader to

- Show courtesy towards the reader.

• **Both 1 and 2**

- None of above

Question: <http://www.vuaskari.com/>

Ending paragraph provides you the opportunity to

- Concentrate on the action you desire the reader to
- Show courtesy towards the reader.

• **Both 1 and 2**

- None of above

Question:

Audience information i.e. age, gender, education, occupation and socioeconomic status falls into the category: <http://www.vuaskari.com/>

• **Demographic factors**

- Psychographic factors
- Geographic factors
- All of the given options

Question:

Generally there are _____ kinds of newspaper indexes

• **Three**

- Four
- Five
- None of the given options.

Question # 1 of 15

Which one of the following is a planned and rehearsed speech that uses different words during rehearsals? <http://www.vuaskari.com/>

- Manuscript speech
- Memorized speech
- Impromptu speech
- **Extemporaneous speech**

Question # 2 of 15

Which one of the following arrangement is a modification of conventional classroom seating?

- **U-formation**
- T-formation
- Modified T-formation
- **V-formation**

Question # 4 of 15

Which type of speaking relies on speaking notes? <http://www.vuaskari.com/>

- **Manuscript**
- Memorized

- Impromptu
- Extemporaneous

Question # 5 of 15

Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation? <http://www.vuaskari.com/>

- Previous experience
- Common concerns
- **Planning**
- Input from associates

Question # 6 of 15

A good rule to recall when using statistics is: <http://www.vuaskari.com/>

- The more statistics, the better the effectiveness
- Statistics should include several places past the decimal point for effect
- Rounding and using a few key statistics is ineffective
- **Rounding and using a few key statistics is generally most effective**

Question # 7 of 15

A presenter can prepare effective responses by which of the following?

- Anticipating
- Answering
- Revising
- **All of the above**

Question # 8 of 15 <http://www.vuaskari.com/>

How many purposes your introduction should have:

- Two
- **Three**
- Four
- Five

Question # 9 of 15 <http://www.vuaskari.com/>

Which of the following refers to the degree of highness or lowness of a sound?

- **Pitch**
- Speed
- Volume
- Rate

Question # 10 of 15

When does a presentation begin? <http://www.vuaskari.com/>

- **The moment you begin speaking.**
- The moment you are asked to give a presentation.
- The moment you are in view of your listeners.
- The moment you decide on a topic for your presentation.

Question # 12 of 15

A presenter who consistently speaks at a rapid rate may be perceived as:

- To be nervous
- Impatient
- Hurried
- **All of above**

Question # 13 of 15 <http://www.vuaskari.com/>

Which of the following pattern is not a specific organizational pattern?

- Spatial
- Chronological
- Topical
- **Deductive**

Question # 14 of 15 <http://www.vuaskari.com/>

Which of the following is the skill of speaking in distinct syllables?

- **Articulation**
- Fillers
- Inflection
- Monotone delivery

Question # 15 of 15 <http://www.vuaskari.com/>

All of the following are the purposes of introduction except:

<http://www.vuaskari.com/>

- Getting the audience's attention
- Introducing your thesis
- Establishing your rapport or credibility with the audience
- **Avoid to the audience**

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

When people ask you for information and you can't honor the request, you may answer with: <http://www.vuaskari.com/>

- ▶ Direct approach only
- ▶ Indirect approach only
- ▶ None of the given options
- ▶ **Both direct and indirect approach**

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

In a well written disappointing newsletter all of the following points are important, except:

- ▶ **Enough detail to make the reason for the refusal logically acceptable**
- ▶ Explaining the company's policy as logical rather than rigid
- ▶ Offering an apology for the decision

- ▶ Avoiding negative personal expressions

Question No: 3 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

Which of the following is not a part of the writing plan of a reservation letter?

- ▶ A fast-start opening which identifies the type of room desired and the days needed
- ▶ A section which mentions arrival and departure times
- ▶ **A section describing the quality of the room you booked in the other hotel**
- ▶ A courteous, action-oriented closing, which mentions your desire for a confirmation

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

The letters written to book some place like room, hall etc are called: <http://www.vuaskari.com/>

- ▶ **Informal social invitation letters**
- ▶ Reservation letters
- ▶ Claim letters
- ▶ Order letters

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

Which of the following is not suggested for an appropriate ending of business writing (request letters)? <http://www.vuaskari.com/>

- ▶ **Keep the ending paragraph as long as circumstances allow.**
- ▶ 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.

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

In a direct request letter, request can be presented in: <http://www.vuaskari.com/>

- ▶ Middle paragraph
- ▶ Closing sentence
- ▶ **First sentence**
- ▶ Closing paragraph

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

Which of the following is NOT the stage of effective business writing?

- ▶ Planning Stage
- ▶ Organizing Stage
- ▶ Drafting Stage
- ▶ **Body Composition Stage**

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

While preparing for effective business writing Drafting Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- ▶ Develop appropriate beginning paragraph
- ▶ Compose the body
- ▶ Develop appropriate ending paragraph
- ▶ **Editing**

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

Which of the following is NOT a result of incomplete messages? <http://www.vuaskari.com/>

- ▶ Loss of goodwill
- ▶ Loss of valued customers
- ▶ Loss of sales
- ▶ **Gaining the good name**

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

“His GPA in 2000 (MBA) was 3.9 on a four point scale.” Which of the following is a correct and more concrete form of this statement?

- ▶ His GPA was 3.9 on a four point scale.
- ▶ His GPA was good in 2000.
- ▶ He got a good score in his MBA Program.
- ▶ **All of the given options**

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

The vocabulary of informal writing is: <http://www.vuaskari.com/>

- ▶ **Less difficult**
- ▶ Tricky
- ▶ Intricate
- ▶ All of the given options

Question No: 12 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

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

- ▶ 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.**

Question No: 13 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

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

- ▶ **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

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

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

- ▶ 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**

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

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using? <http://www.vuaskari.com/>

- ▶ Emotional
- ▶ Narrative
- ▶ **Deductive**
- ▶ Inductive

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

What do motivational appeals refer to?

- ▶ Emotions
- ▶ **All of the given options**
- ▶ Values
- ▶ Psychological needs

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

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message? <http://www.vuaskari.com/>

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction
- ▶ **Use of an interjection**

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

Which of the following must NOT be adopted in preparing disappointing news messages? <http://www.vuaskari.com/>

- ▶ Use sales-promotion material whenever appropriate.
- ▶ Consider using an implicit refusal rather than an explicit refusal.
- ▶ Capitalize on what you can do for the reader rather than what you cannot do.
- ▶ **Use negative words or phrases.**

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

All of the following functions are performed by a good buffer, except:

- ▶ Compliments the reader <http://www.vuaskari.com/>

- ▶ Expresses your appreciation for being thought of
- ▶ Assures the reader of your attention to the request
- ▶ Indicates your lack of understanding of the reader's needs

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

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT: <http://www.vuaskari.com/>

- ▶ Accepting that your disappointing-news represents a firm decision
- ▶ Understanding that, under the circumstances, your decision was fair and reasonable
- ▶ Remain well disposed toward your business
- ▶ Destroying the receiver's pride

Question No: 21 (Marks: 1) - Please choose one

Which of the following is true about goodwill messages?

- ▶ Seemingly informative <http://www.vuaskari.com/>
- ▶ Presented to change attitudes
- ▶ Presented to change behaviors
- ▶ All of the given options

Question No: 22 (Marks: 1) - Please choose one

Which statement would be the best close for an adjustment letter?

- ▶ We regret the trouble that the faulty keyboard caused you.
- ▶ Your new keyboard is being air expressed to you.
- ▶ Your business is appreciated.
- ▶ You may be interested in upgrading your internal memory with our inexpensive chips.

Question No: 23 (Marks: 1) - Please choose one

The direct plan can be used for: <http://www.vuaskari.com/>

- ▶ Sales messages
- ▶ Request refusals
- ▶ Claims
- ▶ None of the Given

Question No: 24 (Marks: 1) - Please choose one

Bc is an abbreviation of which of the following?

- ▶ Blind copy
- ▶ Branded copy
- ▶ Begged copy
- ▶ Before copy

Question No: 25 (Marks: 1) - Please choose one

Which of the following method of outlining topic presents the specific information first, followed by the conclusion? <http://www.vuaskari.com/>

- ▶ **Direct method**
- ▶ Indirect method
- ▶ Supporting method
- ▶ Sustaining method

Question No: 26 (Marks: 1) - Please choose one

While preparing for effective business writing Planning Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- ▶ Determine your purpose
- ▶ Consider your reader
- ▶ Determine the appropriate content
- ▶ **Choose your clothes**

Question No: 27 (Marks: 1) - Please choose one

Example of small group through put processes include:

- ▶ Solutions and decisions
- ▶ Group members' personal satisfaction
- ▶ Group norms
- ▶ **Group members' abilities and skills**

Question No: 28 (Marks: 1) - Please choose one

Diversity is important to the success of groups. What does it imply?

- ▶ Group members should tolerate diversity <http://www.vuaskari.com/>
- ▶ Group members should encourage and support diversity
- ▶ **Group members should be honest in their personal views toward diversity**
- ▶ Co-cultures can contribute to group dysfunction if differences dominate group

goals

Question No: 29 (Marks: 1) - Please choose one

Visual aids perform which of the following functions? <http://www.vuaskari.com/>

- ▶ Emphasizing important points
- ▶ **Illustrating how things work**
- ▶ Illustrating how things are related to one another
- ▶ All of the given options

Question No: 30 (Marks: 1) - Please choose one

Which of the following information is true for bar charts, simple column charts and multi-column charts? <http://www.vuaskari.com/>

- ▶ All can be used effectively for the same purpose
- ▶ **Can be used to illustrate varied values**
- ▶ Are usually not good visual aids
- ▶ All of the given options

Question No: 31 (Marks: 1) - Please choose one

Which one of the following is NOT a common reason for disruptive behavior?

- ▶ Resistance to change. <http://www.vuaskari.com/>
- ▶ Resentment of the presenter.
- ▶ Repetition of behavior that is successful for the detractor.
- ▶ **Reappearance of the presenter.**

Question No: 32 (Marks: 1) - Please choose one

How do having your hands on your hips, pointing with your index finger, and pounding your fists is commonly interpreted as?

- ▶ Open or confident
- ▶ Dictatorial or arrogant
- ▶ **Insecure or nervous**
- ▶ Happy or pleased

Question No: 33 (Marks: 1) - Please choose one

When does a presentation begin? <http://www.vuaskari.com/>

- ▶ **The moment you begin speaking.**
- ▶ The moment you are asked to give a presentation.
- ▶ The moment you are in view of your listeners.
- ▶ The moment you decide on a topic for your presentation.

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- ▶ Inflection
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Which one of the following is a method of arranging information by dividing it into parts? <http://www.vuaskari.com/>

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- ▶ **Topical pattern**
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Question No: 36 (Marks: 1) - Please choose one

When a quotation is quite long for the introduction of speech, it is suggested that the presenter may: <http://www.vuaskari.com/>

- ▶ **Use it as it is at the beginning of the presentation**
- ▶ Use it as it is at the conclusion of the presentation
- ▶ Paraphrase the quotation to avoid confusion and/or boredom
- ▶ Decide not to take advantage of the quotation

Question No: 37 (Marks: 1) - Please choose one

Which of the following is usually related to environmental factors that affect the communication?<http://www.vuaskari.com/>

- ▶ Listener barrier
- ▶ Sender barrier
- ▶ **Physical barrier**
- ▶ Resistance

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Which of the following barriers are most often the hardest to identify and reduce or eliminate?<http://www.vuaskari.com/>

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- ▶ Sender barriers
- ▶ **None of given options**

Question No: 39 (Marks: 1) - Please choose one

The sender analyzes the receiver's knowledge so that the he/she could:

- ▶ Compose the message at the proper level.
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- ▶ Choose the approach to use in the message.
- ▶ **Avoid making a negative impression.**

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What does Communication breakdown mean?<http://www.vuaskari.com/>

- ▶ **We have been ineffective in communication.**
- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
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Farhan talking with his friend on telephone is an example of which type of communication?<http://www.vuaskari.com/>

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?<http://www.vuaskari.com/>

- ▶ Channel
- ▶ Receiver

► **Sender**

► Encoder

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

All of the following are the levels of communication, except:

- Intrapersonal Communication
- Mediated Communication
- Interpersonal Communication
- **Frame Communication**

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

Which of the following statement about body language is NOT correct?

- A person's posture communicates a message.<http://www.vuaskari.com/>
- **Body language may change the meaning of a verbal message.**
- Feedback from body language is quicker than feedback from a written message.
- The interpretation of body language is universal.

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

_____ is a process which demands that full attention be paid to the spoken material.

- Speaking
- **Listening**
- Hearing
- Writing

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

Which of the following is usually related to environmental factors that affect the communication?<http://www.vuaskari.com/>

- Listener barrier
- Sender barrier
- **Physical barrier**
- Resistance

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

Which of the following is not a demographic characteristic?<http://www.vuaskari.com/>

- Sex
- Age
- Cultural background

- **Attitude**

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

A thesis statement is a/an _____ in sentence form.

- Direct statement
- Indirect statement

- **Declarative statement**

- Straight statement

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

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

EXCEPT: <http://www.vuaskari.com/>

- Clear
- Logical
- Equal in value

- **Ambiguity**

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

_____ refers to the degree of highness or lowness of a sound.

- **Pitch**

- Speed
- Volume
- Rate

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

If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

- To inform
- **To persuade**
- To teach
- To entertain

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

Which of the following is NOT used in oral speaking style? <http://www.vuaskari.com/>

- **Mostly long sentences**

- Personal pronouns freely
- Active voice
- Contractions often

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

It is not advisable to revise content of the speech to incorporate anticipated questions if following conditions exist, except:

- If doing so would interfere with the continuity of the message.
- If the time available for the presentation is limited.
- If the issue is potentially controversial and may not occur to an audience unless the presenter brings it up.

- **If doing so would facilitate the audience. Page#70**

Question No: 12 (Marks: 1) - Please choose one <http://www.vuaskari.com/>

All of the following steps are essential to an effective response of questions, EXCEPT:

- Listen
- Discern
- **Anticipation**
- Answer

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

Which of the following is NOT among the drawbacks of using computerized design programs?

- Design over content
- Overly complex presentations
- **Poorly conceived messages**
- Simplistic presentations

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

Which of the following can help the presenter to avoid a computer catastrophe?

- Have a contingency plan
- Have back-up technical support available
- Use the Internet in real-time
- **Have a contingency plan and back-up technical support available**

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

With regard to citing supporting materials which one of the following information is correct?<http://www.vuaskari.com/>

- It is not necessary to cite the source of photos found on Google.com
- There are no restrictions to using material found on Google.com
- Images found on the Internet must be cited just as any other source
- **None of the given options**

Question No: 16 (Marks: 1) - Please choose one<http://www.vuaskari.com/>

Which of the following is the most appropriate definition of group communication?

- **Two or more persons who are interacting with one another during which mutual influence is taking place**
- Any interaction between two or more persons
- Any time two or more persons influence each other
- Any collection of two or more persons

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

When do you think groups, rather than individuals working alone, should be used to solve a problem?<http://www.vuaskari.com/>

- When the task requires a limited amount of information and skills
- When a quick resolution is essential
- When commitment to the decision is important
- **When the task is fairly simple and straightforward**

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

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

- Courtesy
- Correctness
- Conciseness
- **Cleanliness**

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

What is at the core of correctness? <http://www.vuaskari.com/>

- Proper grammar
- Punctuation
- Spelling

• **All of the given options**

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

Which of the following method is generally preferred when presenting positive or goodnews information? <http://www.vuaskari.com/>

- **Direct method**
- Indirect method
- Supporting method
- Sustaining method

Question No: 21 (Marks: 1) - Please choose one

Bc is an abbreviation of which of the following?

- **Blind copy**
- Branded copy
- Begged copy
- Before copy

Question No: 22 (Marks: 1) - Please choose one

Due to which one of the following reasons the claim letter differs from other positive and neutral messages using the direct plan? <http://www.vuaskari.com/>

- Contains a sales appeal.
- Have its explanation omitted.
- Places blame on the receiver.
- **Contains negative information.**

Reference: In most of the cases, person who sends a claim letter does not look happy & satisfied with the product or service. Therefore, the tone of the message does not seem very positive.

Question No: 23 (Marks: 1) - Please choose one

The direct plan can be used for: <http://www.vuaskari.com/>

- Sales messages

- Request refusals
- **Claims**
- None of the given options

Question No: 24 (Marks: 1) - Please choose one

What type of goodwill message is most likely to use an RSVP? <http://www.vuaskari.com/>

- Condolence
- **Invitation**
- Appreciation
- Holiday greeting

Question No: 25 (Marks: 1) - Please choose one

Which of the following is true about goodwill messages?

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

Question No: 26 (Marks: 1) - Please choose one

With the use of which of the following, we reason from specific evidence to specific evidence? <http://www.vuaskari.com/>

- **Analogy**
- Logic
- Induction
- Deduction

Question No: 27 (Marks: 1) - Please choose one

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

- 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

Question No: 28 (Marks: 1) - Please choose one

Which of the following is correct about coercion, persuasion and manipulation in persuasive messages? <http://www.vuaskari.com/>

- **Are three separate categories**
- Are loosely connected
- Are blended into each other
- Are unrelated

Question No: 29 (Marks: 1) - Please choose one

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

- **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

Question No: 30 (Marks: 1) - Please choose one

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

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

Question No: 31 (Marks: 1) - Please choose one

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

- 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.**

Question No: 32 (Marks: 1) - Please choose one

This of the following emphasizes a list of skills and accomplishments, identifying employers and academic experience in subordinate sections? <http://www.vuaskari.com/>

- **Functional resume page#190**
- Chronological resume
- Logical resume
- Emotional resume

Question No: 33 (Marks: 1) - Please choose one

The vocabulary of informal writing is: <http://www.vuaskari.com/>

- **Less difficult page#112**
- Tricky
- Intricate
- All of the given options

Question No: 34 (Marks: 1) - Please choose one

Getting the meaning from your head into the head of your reader accurately is the purpose of: <http://www.vuaskari.com/>

- Conciseness
- Ambiguity
- **Clarity page#114**
- None of the given options

Question No: 35 (Marks: 1) - Please choose one

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

- Determine your purpose
- Consider your reader
- Choose your idea
- **Proofreading**

Question No: 36 (Marks: 1) - Please choose one

While preparing for effective business writing Drafting Stage involves all of the

following EXCEPT:

- Develop appropriate beginning paragraph
- Compose the body
- Develop appropriate ending paragraph
- **Editing**

Question No: 37 (Marks: 1) - Please choose one

Which of the following is NOT the stage of effective business writing?<http://www.vuaskari.com/>

- Planning Stage
- Organizing Stage
- Drafting Stage
- **Body Composition Stage**

Question No: 38 (Marks: 1) - Please choose one

Which of the following is not suggested for an appropriate ending of business writing? (request letters)?<http://www.vuaskari.com/>

- **Keep the ending paragraph as long as circumstances allow.**
- 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.

Question No: 39 (Marks: 1) - Please choose one

Bcc stands for:

- **Blind carbon copy**
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

Question No: 40 (Marks: 1) - Please choose one

Writing a letter to inquire about people involve two considerations. First is the need to respect the rights legal and moral; second is:<http://www.vuaskari.com/>

- **The need to structure the questions around the job involved**
- The need to structure the questions according to your own personality and frame of mind
- The need to structure the questions keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

Question No: 41 (Marks: 1) - Please choose one

Order letters are usually written when _____ are not available.

- Order reports
- **Order blanks**
- Purchase reports
- Purchase slips

Question No: 42 (Marks: 1) - Please choose one

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

- **Informal social invitation letters**<http://www.vuaskari.com/>
- Reservation letters
- Claim letters
- Order letters

Words in English language have inherent meanings.

- True
- **False**

If you make your nonverbal communication intentional, it is not likely to be misperceived..

- **True**
- False

Ref: Any nonverbal code can be misinterpreted, even if you intend a certain meaning.

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

- **True**
- False

When you think, you use interpersonal communication.

- True
- **False**

Reference: **when we think we use intrapersonal communication**

Words in English language have inherent meanings.

- True
- **False**

Ref: All language is arbitrary and only have the meanings people give them.

Communication is a skill we are born with.

- **True**
- False

If you make your nonverbal communication intentional, it is not likely to be misperceived..

- **False**
- True

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

When people ask you for information and you can't honor the request, you may answer with:<http://www.vuaskari.com/>

- ▶ Direct approach only
- ▶ Indirect approach only
- ▶ None of the given options

► **Both direct and indirect approach**

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

In a well written disappointing newsletter all of the following points are important except:

► **Enough detail to make the reason for the refusal logically acceptable**

- Explaining the company's policy as logical rather than rigid
- Offering an apology for the decision
- Avoiding negative personal expressions

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

Which of the following is not a part of the writing plan of a reservation letter?

- A fast-start opening which identifies the type of room desired and the days needed
- A section which mentions arrival and departure times
- **A section describing the quality of the room you booked in the other hotel**
- A courteous, action-oriented closing, which mentions your desire for a

confirmation <http://www.vuaskari.com/>

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- Avoid the inclusion of negative information in the ending.

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

In a direct request letter, request can be presented in:

<http://www.vuaskari.com/>

- Middle paragraph
- Closing sentence

► **First sentence**

- Closing paragraph

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

Which of the following is NOT the stage of effective business writing?

- Planning Stage
- Organizing Stage
- Drafting Stage

► **Body Composition Stage**

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

While preparing for effective business writing Drafting Stage involves all of the following EXCEPT: <http://www.vuaskari.com/>

- Develop appropriate beginning paragraph
- Compose the body
- Develop appropriate ending paragraph

► **Editing**

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

Which of the following is NOT a result of incomplete messages?

- Loss of goodwill
- Loss of valued customers
- Loss of sales

► **Gaining the good name**

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

“His GPA in 2000 (MBA) was 3.9 on a four point scale.” Which of the following is a correct and more concrete form of this statement? <http://www.vuaskari.com/>

- His GPA was 3.9 on a four point scale.
- His GPA was good in 2000.
- He got a good score in his MBA Program.

► **All of the given options**

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

The vocabulary of informal writing is:

- **Less difficult**
- Tricky
- Intricate
- All of the given options <http://www.vuaskari.com/>

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- ▶ A section designed to establish desire and conviction on the part of the reader
- ▶ A courteous, action-oriented closing

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

Where do cultural styles of audience in persuasion tend to differ? <http://www.vuaskari.com/>

- ▶ 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

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

When scientists note that the average temperature is rising each year in Sydney, Cairo, Tokyo, and other major cities, they conclude that the entire globe is warming up. Which form of reasoning are they using? <http://www.vuaskari.com/>

- ▶ Emotional
- ▶ Narrative
- ▶ Deductive
- ▶ Inductive

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

What do motivational appeals refer to?

- ▶ Emotions
- ▶ All of the given options
- ▶ Values
- ▶ Psychological needs

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

Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?

- ▶ Use of color
- ▶ Use of receiver's name
- ▶ Use of conjunction

► **Use of an interjection**

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

Which of the following must NOT be adopted in preparing disappointing news messages? <http://www.vuaskari.com/>

- Use sales-promotion material whenever appropriate.
- Consider using an implicit refusal rather than an explicit refusal.
- Capitalize on what you can do for the reader rather than what you cannot do.
- **Use negative words or phrases.**

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

All of the following functions are performed by a good buffer, except:

- Compliments the reader
- Expresses your appreciation for being thought of
- **Assures the reader of your attention to the request**
- Indicates your lack of understanding of the reader's needs

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

All of the following is achieved by adopting audience centered tone in a disappointing news message, EXCEPT: <http://www.vuaskari.com/>

- Accepting that your disappointing-news represents a firm decision
- Understanding that, under the circumstances, your decision was fair and reasonable
- Remain well disposed toward your business
- **Destroying the receiver's pride**

Question No: 21 (Marks: 1) - Please choose one

Which of the following is true about goodwill messages?

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

Question No: 22 (Marks: 1) - Please choose one

Which statement would be the best close for an adjustment letter? <http://www.vuaskari.com/>

- We regret the trouble that the faulty keyboard caused you.
- Your new keyboard is being air expressed to you.
- **Your business is appreciated.**
- You may be interested in upgrading your with our inexpensive chips.

Question No: 23 (Marks: 1) - Please choose one

The direct plan can be used for:

- ▶ Sales messages
- ▶ Request [refusals](#)
- ▶ **Claims**
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- ▶ Consider your reader
- ▶ Determine the appropriate content
- ▶ **Choose your clothes**

Question No: 27 (Marks: 1) - Please choose one

Example of small group through put processes include:

- ▶ Solutions and decisions
- ▶ Group members' personal satisfaction
- ▶ Group norms
- ▶ **Group members' abilities and skills**

Question No: 28 (Marks: 1) - Please choose one

Diversity is important to the success of groups. What does it imply?

<http://www.vuaskari.com/>

- ▶ Group members should tolerate diversity
- ▶ Group members should encourage and support diversity
- ▶ **Group members should be honest in their personal views toward diversity**

► Co-cultures can contribute to group dysfunction if differences dominate group goals

Question No: 29 (Marks: 1) - Please choose one

Visual aids perform which of the following functions?

- Emphasizing important points
- **Illustrating how things work**
- Illustrating how things are related to one another
- All of the given options

Question No: 30 (Marks: 1) - Please choose one

Which of the following information is true for bar charts, simple column charts and multi-column charts? <http://www.vuaskari.com/>

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- Resentment of the presenter.
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- ▶ Compose the message at the proper level.
- ▶ Emphasize receiver benefits.
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- ▶ We have been effective in communication.
- ▶ We have been helpful in communication.
- ▶ We physically broke communication.

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Farhan talking with his friend on telephone is an example of which type of communication?<http://www.vuaskari.com/>

- ▶ **Mediated communication**
- ▶ Mass communication
- ▶ Interpersonal communication
- ▶ Intrapersonal communication

Question No: 42 (Marks: 1) - Please choose one

Which of the following is correct for the person who attaches meaning to a message?

- ▶ Channel
- ▶ Receiver
- ▶ **Sender**
- ▶ Encoder

Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?<http://www.vuaskari.com/>

Select correct option:

- U-formation
- Modified T-formation
- Conventional classroom style
- Conventional theater style**

A good rule to recall when using statistics is:

Select correct option:

The more statistics, the better the effectiveness

Statistics should include several places past the decimal point for effect

Rounding and using a few key statistics is ineffective tough

Rounding and using a few key statistics is generally most effective

All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?<http://www.vuaskari.com/>

Select correct option:

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- Resentment of the presenter
- Repetition of behavior that is successful for the detractor
- Reappearance of the presenter**

When considering objects or models as visual aids, the presenter should consider which of the following point?<http://www.vuaskari.com/>

Select correct option:

Objects and models are too big to use in a presentation

Audience-members can easily learn as much from other visual aids

The object or model needs to be passed around the audience during the speaker's presentation so the audience-members can get a look at it while it is described

There are situations in which the object being discussed or a realistic model makes the best support

Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

Select correct option:

Theater-style arrangement

Conventional classroom style

Modified T-formation

V-formation

A presenter who speaks too loudly may be perceived as which of the following?<http://www.vuaskari.com/><http://www.vuaskari.com/>

Select correct option:

Bombastic

Aggressive

Insensitive to listeners

All of the given options

Which of the following pattern is most appropriate when you used the problem/solution

method?<http://www.vuaskari.com/>

Select correct option:

Spatial

Chronological

Topical

Logical

A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?<http://www.vuaskari.com/>

Anticipating

Answering

Recording

Rehearsing

All of the following are the types of comments from an audience EXCEPT:

Select correct option:

Agreement

Addition

Objection

Arbitrate

Which one of the following is a method of arranging information by dividing it into parts? <http://www.vuaskari.com/>

Spatial pattern

Chronological pattern

Topical pattern

Logical pattern

A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:

Select correct option:

Informative speech

Ceremonial speech

Persuasive speech

None of the given options

Which of the following refers to the degree of highness or lowness of a sound?

<http://www.vuaskari.com/>

Pitch

Speed

Volume

Rate

While using a flip board in presentation, 6x6 formula is used. What does it refers to?

Select correct option:

6 sentences with 6 different colors on one chart

6 words in every sentence written in 6 different colors

6 sheets on flip board

6 lines, each having 6 words on a sheet

_____ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.

Select correct option:

Compromise

Compulsion

Impulsion

Perception

To find the right media for your presentation you need to first determine which one of the following?

Select correct option:

The size of your audience.

Equipment and supply limitations

The presentation budget.

All of the given options

Which one of the following group often meets face to face with a common purpose in mind?

Select correct option:

Informal group

Formal group

Universal group

Standard group

“His black assistant speaks more clearly than he does”. Which kind of biasness this sentence shows?

Select correct option:

Gender biasness

Racial biasness

Age biasness

Disability biasness

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

Select correct option:

Direct method

Indirect method

Supporting method

Sustaining method

All of the following factors bring the element of completeness in a message EXCEPT:

Select correct option:

Providing all necessary information

Answering all questions asked

Giving something extra, when desirable

Using vivid, image-building words

Reference:

As you strive for completeness, keep the following guidelines in mind:

- ☐ Provide all necessary information.
- ☐ Answer all questions asked.
- ☐ Give something extra, when desirable.

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

Select correct option:

- Courtesy
- Correctness
- Conciseness
- Cleanliness

Reference:

The elements are:

1. Courtesy
2. Correctness
3. Conciseness
4. Clarity
5. Concreteness
6. Completeness

All of the following are considered as some basic truths about human nature that help us humanize our business messages, EXCEPT:

Select correct option:

- People are self-centered
- People are defensive
- People are perfect
- People expect courtesy

Supporting material can serve which of the following functions?

Select correct option:

- Apply clarity
- Increase interest
- Provide proof
- All of the given options

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

Select correct option:

- Developing appropriate beginning paragraph
- Composing the body

Developing appropriate ending paragraph

Editing

Which of the following cannot result from incomplete messages?

Select correct option:

- Loss of goodwill
- Loss of valued customers
- Loss of sales
- Gaining good name**

When do you think groups, rather than individuals working alone, should be used to solve a problem?

Select correct option:

- When the task requires a limited amount of information and skills
- When a quick resolution is essential**
- When commitment to the decision is important
- When the task is fairly simple and straightforward

Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?

Select correct option:

- Conciseness**
- Correctness
- Consideration
- Courtesy

All of the following are the characteristics of concrete writing EXCEPT:

Select correct option:

- Specific
- Definite
- Vivid
- Vague**

What is involved in communication process?

Select correct option:

- **Idea-encoding-channel-decoding-feedback**
- Idea-information- channel- receiver
- Information-channel-receiver
- Sender-receiver-channel

Which one of the following information is true about bar charts, simple column charts and multi-column charts?

Select correct option:

- can be used effectively for the same purpose
- Can be used to illustrate varied values
- Are usually illegal for visual aids
- Are usually not good visual aids

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

Select correct option:

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

Which one of the following is not required to keep conciseness in writing?

Select correct option:

- Including only relevant material
- Adding extra and unrelated information
- Eliminating wordy expressions
- Avoiding unnecessary repetition

How can the credibility of a presenter be increased?

Select correct option

- Being well dressed and well groomed
- Complimenting the audience
- Demonstrating your sincerity
- All of the given options

Checking for the accuracy of dates, figures, amounts and numbers, misspelled words, topographic errors etc is done in which stage of writing?

Select correct option:

- Organizing
- Drafting
- Editing
- Proofreading

Like all routine messages, routine requests have all of the following EXCEPT:

Select correct option:

- An opening
- A body
- A close

A center

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

Select correct option:

Explain the purpose of the event.

Give details of the event.

Extend the invitation.

Remind the recipient to bring a checkbook.

Which of the following type of letter is used to request general information rather than answers to specific questions?

Select correct option:

- Direct request
- **Indirect request**
- Claim
- Order

Which of the following is not suggested to improve the effectiveness of the opening paragraph of business writing?

Select correct option:

- Use a U-viewpoint in the opening.
- Use a fast-start beginning rather than a slow beginning.
- **Use a U-viewpoint and I-viewpoint together in the opening.**
- Keep the beginning paragraph fairly short.

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

Select correct option:

- Eases
- Reduces
- **Complicates**
- Relieves

Bcc stands for:

Select correct option:

- Blind carbon copy
- Blind compiled copy
- **Branded carbon copy**

- Branded compiled copy

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

Select correct option:

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

Order letters are usually written, when _____ are not available.

Select correct option:

- Order reports
- **Order blanks**
- Purchase reports
- Purchase slips

All of the following are the qualities of effective claim letters EXCEPT:

Select correct option:

- An effective claim letter contains you attitude material.
- An effective claim letter presents all the facts pertinent to the situation.
- **An effective claim letter contains threat.**
- An effective claim letter makes a definite request.

Writing a letter to inquire about people involve two considerations. First is the need to respect the rights – legal and moral; second is:

Select correct option:

- **The need to structure the questions around the job involved**
- The need to structure the questions according to your own personality and frame of mind
- The need to structure the questions keeping in mind the organization you are writing to
- The need to structure the questions with heavy vocabulary

Due to which one of the following reason the claim letter differs from other positive and neutral messages using the direct plan?

Select correct option:

- Contains a sales appeal.

- Have its explanation omitted.
- Places blame on the receiver.
- Contains negative information.

Reference: In most of the cases, person who sends a claim letter does not look happy & satisfied with the product or service. Therefore, the tone of the message does not seem very positive.

All of the following are Non Essential parts of a letter EXCEPT:

Select correct option:

- Addressee notation
- Attention line
- Subject line
- Complimentary close

While writing a letter to inquire about the people, one should keep in mind all of the following, except:

Select correct option:

- Respect human rights, both legal and moral
- Ask only for info related to the job
- Stress unrelated information/ facts
- Structure the questions around the job

Which of the following is not suggested for an appropriate ending of business writing?

Select correct option:

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

In routine requests, it is advised to use direct approach which means:

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

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

Select correct option:

Explain the purpose of the event.

Give details of the event.
Extend the invitation.
Remind the recipient to bring a checkbook.

All of the following are Important details to include in the letter of invitation EXCEPT:

Select correct option:

- The topic of the presentation
- The date and time of presentation
- The venue of the presentation
- The menu of lunch to be given in the end of presentation**

Bc is an abbreviation of which of the following?

Select correct option:

- Blind copy**
- Branded copy
- Begged copy
- Before copy

All of the following are the qualities of effective claim letters EXCEPT:

Select correct option:

- An effective claim letter contains you attitude material.
- An effective claim letter presents all the facts pertinent to the situation.
- **An effective claim letter contains threat.**
- An effective claim letter makes a definite request.

Which one of the following options refers to complimentary close?

Select correct option:

- Dear Sir/Madam
- **Yours sincerely,**
- Confidential
- Head, Communication Dept.

“Would you please send me information about points of interest and scheduled events for families visiting Murree?” Which kind of letter would be suitable for the given information?

Select correct option:

- Direct request letter

- Indirect inquiry letter
- Claim letter
- Order letter

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

Select correct option:

- Eases
- Reduces
- Complicates
- Relieves

The direct plan can be used for which one of the following?

Select correct option:

- Sales messages
- Request refusals
- Claims
- None of the given options

Bcc stands for:

Select correct option:

- Blind carbon copy
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

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The need to structure the questions according to your own personality and frame of mind

The need to structure the questions keeping in mind the organization you are writing to

The need to structure the questions with heavy vocabulary

While writing a letter to inquire about the people, one should keep in mind all of the following, except:

Select correct option:

Respect human rights, both legal and moral

Ask only for info related to the job

Stress unrelated information/ facts

Structure the questions around the job

Bpc is an abbreviation of which of the following?

Select correct option:

- **Blind photo copy**

- Blind paper copy

- Blind person copy

- Blind pasted copy

Which of the following is not a part of writing plan of a reservation letter?

Select correct option:

- A fast-start opening which identifies the type of room desired and the days needed

- A section which mentions arrival and departure times

- **A section describing the quality of the room you booked in the other hotel**

- A courteous, action-oriented closing, which mentions your desire for a confirmation

Due to which one of the following reason the claim letter differs from other positive and neutral messages using the direct plan

- Contains a sales appeal.
- Have its explanation omitted.
- Places blame on the receiver.
- **Contains negative information.**

Letters of invitation include:

- Speaking invitations
- Informal social invitation
- Formal social invitations
- **All of the given options**

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

- 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.

In a direct request letter, request can be presented in:

- Closing paragraph
- Closing sentence
- **First sentence**
- None of the given options

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

- **Explain the purpose of the event.**
- Give details of the event.
- Extend the invitation.
- Remind the recipient to bring a checkbook.

Like all routine messages, routine requests have all of the following EXCEPT:

- An opening
- A body

- A close
- A center

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The direct plan can be used for which one of the following?

- Sales messages
- Request refusals
- Claims
- None of the given options

All of the following are Non Essential parts of a letter EXCEPT:

- Addressee notation
- Attention line
- Complimentary close
- Subject line

Order letters are usually written, when _____ are not available.

- Order reports
- Order blanks
- Purchase reports
- Purchase slips

Order letters are usually written, when _____ are not available.

Select correct option:

Order reports

Order blanks

Purchase reports

Purchase slips

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Use a U-viewpoint and I-viewpoint together in the opening.

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Which one of the following options refers to complimentary close?

Select correct option:

Dear Sir/Madam

Yours sincerely,

Confidential

Head, Communication Dept.

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None of the given options

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A fast-start opening which identifies the type of room desired and the days needed

A section which mentions arrival and departure times

A section describing the quality of the room you booked in the other hotel

A courteous, action-oriented closing, which mentions your desire for a confirmation

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

Select correct option:

Informal social invitation letters

Reservation letters

Claim letters

Order letters

In routine requests, it is advised to use direct approach which means:

Select correct option:

Placing the main idea in opening

Placing the main idea in middle

Placing the main idea in the end

Placing the main idea anywhere according to writer's choice

“Would you please send me information about points of interest and scheduled events for families visiting Murree?” Which kind of letter would be suitable for the given information?

Select correct option:

Direct request letter

Indirect inquiry letter

Claim letter

Order letter

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

Select correct option:

A specific request

Information about how you can be reached

An expression of appreciation or goodwill

Information about your city

All of the following are Essential parts of a letter EXCEPT:

Select correct option:

Letterhead

Salutation

Subject line

Signature

Letters of invitation include:

Select correct option:

Speaking invitations

Informal social invitation

Formal social invitations

All of the given options

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

Select correct option:

Letter

Memo

Periodical

Magazine

Checking for the accuracy of dates, figures, amounts and numbers, misspelled words, topographic errors etc is done in which stage of writing?

Organizing
Drafting
Editing
Proofreading

When people ask you for information and you can't honor the request, you may answer with:

Select correct option:

Direct approach only
Indirect approach only
Both direct and indirect approach
None of the given options

Which of the following calls on human reason?

Select correct option:

Emotional appeals
Logical appeals page # 170
Irrational appeals
Unreasonable appeals

All of the following are correct when it comes to writing disappointing news letters EXCEPT:

Select correct option:

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. Page # 165

Which of the following calls on human feelings, basing the argument on audience needs or sympathies?

Select correct option:

Emotional appeals Page # 169
Logical appeals
Irrational appeals
Unreasonable appeals

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

Select correct option:

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

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

Select correct option:

Direct method

Callous method

Straight method

Indirect method

Which of the following is the characteristic of good news letter?

Select correct option:

Begin with good news

Use slow opening

Begin with explanatory details or information

Don't incorporate a you-viewpoint

All of the following are achieved by adopting audience centered tone in a disappointing news message, EXCEPT:

Select correct option:

Accepting that your disappointing-news represents a firm decision

Understanding that, under the circumstances, your decision was fair and reasonable

Remain well disposed toward your business

Destroying the receiver's pride

page # 155

Which of the following is not true of emotions?

Select correct option:

Emotions help us to enact social roles.

Emotions are learned.

Emotions are innate.

Emotions are belief systems that guide our responses to feelings.

Which of the following statement is NOT true about a congratulatory message?

Select correct option:

The message may be sent to a company relocating to a new building.

The message may be sent to an individual for being elected to an office in a social organization.

The message should focus on the receiver from start to finish.

The message may close by referring to the writer's assistance to the receiver in his or her achievement.

Which of the following is the most correct statement about the interest section of the indirect plan for persuasion?

Select correct option:

- Downplay any negative points.
- Be positive and brief.
- Make action easy.**
- Show benefits to receiver.

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

Select correct option:

- 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** page # 159

In a well written disappointing newsletter, all of the following points are kept in mind, except:

Select correct option:

- Enough detail to make the reason for the refusal logically acceptable.
- Explaining the company's policy as logical rather than rigid
- Offering an apology for the decision
- Avoiding negative personal expressions

In a persuasive message, opposing ideas should be:

Select correct option:

- Cited, then refuted
- Mentioned only when necessary
- Ignored
- Not mentioned

What type of goodwill message is most likely to use an RSVP?

Select correct option:

- Condolence
- Invitation
- Appreciation
- Holiday greeting

Which of the following calls on human reason?

Select correct option:

- Emotional appeals
- Logical appeals** page # 170
- Irrational appeals
- Unreasonable appeals

Which one among the following is important to remember when asking for a raise?

Select correct option:

- 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

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

Select correct option:

- 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

Which statement would be the best close for an adjustment letter?

Select correct option:

- We regret the trouble that the faulty keyboard caused you.
- Your new keyboard is being air expressed to you.
- Your business is appreciated.
- You may be interested in upgrading your internal memory with our inexpensive chips.

All of the following are correct when it comes to writing disappointing news letters EXCEPT:

Select correct option:

- 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.

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

Select correct option:

- Are three separate categories
- Are loosely connected
- Are blended into each other
- Are unrelated

Which of the following is the most correct statement about the interest section of the indirect plan for persuasion?

Select correct option:

- Downplay any negative points.
- Be positive and brief.
- Make action easy.

Show benefits to receiver.

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

Select correct option:

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 page # 159

With the use of which of the following, we reason from a generalization to a specific conclusion?

Select correct option:

Analogy

Logic

Induction

Deduction page # 170

Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?

Select correct option:

Buffer page # 157

Feedback

Communication

Talk

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

Select correct option:

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

All of the following are the different types of Buffer EXCEPT:

Select correct option:

Agreement

Fairness

Cooperation

Bad news

Almost every customer who makes a claim is emotionally involved; therefore, the _____ is usually the best approach for a refusal.

Select correct option:

Direct method
Callous method
Straight method
Indirect method

All of the following are achieved by adopting audience centered tone in a disappointing news message EXCEPT:

Select correct option:

Accepting that your disappointing-news represents a firm decision
Understanding that, under the circumstances, your decision was fair and reasonable
Remain well disposed toward your business
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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

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

Select correct option:

Analogy page # 170
Logic
Induction
Deduction