

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication (Session - 2)
Ref No: 1390519
Time: 60 min
Marks: 35

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

When the company thinks your audience will be interested in what you have to say or

willing to cooperate, it usually opts for:

- ▶ Indirect approach
- ▶ **Direct approach**
- ▶ Neutral approach
- ▶ Modern approach

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

A contract of selling and purchasing services is called:

- ▶ A credit letter
- ▶ A collection letter
- ▶ An order letter
- ▶ **A sales letter**

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

While sending the message, you are_____

- ▶ decoder
- ▶ **encoder**
- ▶ decoder and encoder
- ▶ initiator

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

The important and highly visible parts of nonverbal communication are:

- ▶ Pamphlet, leaflets
- ▶ **Appearance, clothes**
- ▶ Letters and memos
- ▶ Document, registry

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

For a good communicator, it is important to predict how the customer will respond and

this aspect is called:

- ▶ **Perception**
- ▶ Perfection

- ▶ Personality
- ▶ Practice

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

Which one is individual cultural variable from the followings?

- ▶ Politics
- ▶ **Decision Making**
- ▶ Social Norms
- ▶ Language

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

Which one is not the component of communication process from the followings?

- ▶ Sender/encoder,
- ▶ Message, medium,
- ▶ Receiver/decoder, feedbacks.
- ▶ **Audio-visual and technological**

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

It contains all facts that the reader or listener needs for the reaction you desire.

Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. A message brings desired result. It does a better job of building goodwill.

Match this statement with one of the following principles of communication:

- ▶ Conciseness
- ▶ Courtesy
- ▶ **Consideration**
- ▶ Completeness

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

Which one of the suggestions is not the part of replies to inquiries?

- ▶ Give the Exact Information Requested
- ▶ Express Appreciation for the Inquiry
- ▶ Sell Your Organization or Product
- ▶ **End with a Negative Closing**

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

- ----- is a printed paper with the name and address of a person or an organization.

- ▶ **Letterhead**
- ▶ Letter pad
- ▶ Leaflet
- ▶ Document

Question No: 11 (Marks: 2)

Write a note on beginnings & endings in a letter.

Beginning: If it is good news then the beginning should start with the main idea and take

some buffer in case of bad news. There should be appropriate beginning so that the reader

must continue to read the whole letter.

Ending : It should be polite, strong and make clear the reader about message.

Ending

should so effective that the reader acts as requested. Some polite words should add at the

ending like regards thanking in anticipation etc.

Question No: 12 (Marks: 2)

What is the difference between inquiry and general request letter and which approach is used in both the letters?

An inquiry letter is a request for the information about products or services for which we

are interested to purchase or acquire.

A general letter asks the information without intention to buy or sell. A direct plan should

used in both letters.

Question No: 13 (Marks: 3)

Write only the body of an order letter to ABC Company for the purchase of weather vanes?

Dear Sir,

You are requested that please send us the advertised weather vanes. We need 100 weather

vanes for our shop. We hope we will continue our business in future.

A cheque is enclosed.

Sincerely yours

Question No: 14 (Marks: 3)

What points should we consider while discussing the Space (proxemics) as an individual cultural variable?

Space means nearness in physical space. Personal space varies according to culture,

status, role and gender.

Question No: 15 (Marks: 5)

Do you think composing and editing is very important for an effective business message?

Yes off course it is very important part of the letter. It is the process of drafting the

message. First we writ some ideas on the paper and then recheck it for errors and add or

subtract ideas for clarity and completeness. Different people compose letter with different styles. Computer is the best way for composing now a days. In computer it is very easy to change. Different styles are depend on the nature of the letter.

Question No: 16 (Marks: 5)

What are different parts of interoffice memorandum? Describe briefly.

MEMO TO:

FROM:

DATE:

SUBJECT

Signatory

At the top area we mention to whom we are addressing, who is writing this message, date and subject of the letter. Then the body part where we write the message. And at last we mention the signatory.

Question No: 17 (Marks: 5)

Which aspects should be kept in mind while drafting a message?

A message is the main idea that a writer want to communicate. A message should be

clear, complete, concise, and correct. While drafting a message you should keep in mind

the reader. If it is a good news then message should start with the main idea. In case of

bad news are refusal there should be a buffer. Closing of the message should be effective

and attractive. It should be polite and clear

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 6)

Ref No: 1390553

Time: 60 min

Marks: 35

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

- ----- is standard part of a letter.

- ▶ Copy notation
- ▶ Attention line
- ▶ **Salutation**
- ▶ Postscript

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

In business communication, whenever someone gives you a favour or when an action

deserves praise, which letter is written?

- ▶ Letter of congratulation
- ▶ Letter of condolence
- ▶ Letter of Invitation
- ▶ **Letter of appreciation**

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

Personal Nonverbal communication involves kind of nonverbal behavior that is unique

to:

- ▶ Four persons
- ▶ **One person**
- ▶ Six persons
- ▶ Three person

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

Stroking, hitting, holding or guiding the movement of another person are examples of:

- ▶ **Touching behavior**
- ▶ Body movement
- ▶ Physical characteristics
- ▶ Duplicators

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

Which one is not the component of communication process from the followings?

- ▶ Sender/encoder,
- ▶ Message, medium,
- ▶ Receiver/decoder, feedbacks.
- ▶ **Audio-visual and technological**

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

Before writing a message, which of the following steps are necessary for effective communication?

- ▶ Define the purpose of the message.
- ▶ Analyze your audience - readers or listeners, outline - organize - your message.

- ▶ Choose the ideas to include, collect all the facts to back up these ideas.
- ▶ **All of the above**

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

How many punctuation styles are usually used in business communication?

- ▶ One
- ▶ Two
- ▶ **Three**
- ▶ Four

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

In which situation do we write acknowledging an order letter?

- ▶ **Welcome the customer**
- ▶ Discourage the customer
- ▶ Apologize
- ▶ Sympathies

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

When your message contains all the facts, the reader or the listener need s , it is called:

- ▶ **Complete**
- ▶ Considerate
- ▶ Courteous
- ▶ Clear

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

What is business communication?

- ▶ To send your message in the business world.
- ▶ To achieve good will among the customers.
- ▶ To win angry customers.
- ▶ **All of the above .**

Question No: 11 (Marks: 2)

What details are included in request for reservations?

Question No: 12 (Marks: 2)

Name some individual cultural variables mentioned in intercultural communication model.

Question No: 13 (Marks: 3)

Write a note on working of an e-mail.

Question No: 14 (Marks: 3)

Describe miscellaneous formal and informal salutations used in a letter.

Question No: 15 (Marks: 5)

What are different Punctuation styles, write each briefly?

Question No: 16 (Marks: 5)

Write notes on the following and explain it with examples.

1-Personal non-verbal communication 2- Universal non-verbal communication

Question No: 17 (Marks: 5)

Explain three National Variables present in intercultural communication model.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 3)

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

----- is the process of drafting your message.

- ▶ **Composing**
- ▶ Editing
- ▶ Revising
- ▶ Reviewing

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

The direct organizational plan is appropriate when the writer anticipates the reader's-----.

- ▶ **acceptance**
- ▶ resistance
- ▶ hesitation
- ▶ rejection\

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

Selecting some details and omitting others is a process called:

- ▶ **Abstracting**
- ▶ Extracting
- ▶ Attracting
- ▶ Fascinating

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

A formal style is characterized by more----- sentences.

- ▶ simple
- ▶ **complex**
- ▶ easy
- ▶ short

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

The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ **begin**

- ▶ end
- ▶ write
- ▶ conclude

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

An effective ending will ----- the reader to act as requested.

- ▶ **motivate**
- ▶ consolidate
- ▶ disappoint
- ▶ depress

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

Pitch range, rhythm control, tempo and articulation control are aspects of which one of the followings:

- ▶ Touching behaviour
- ▶ **Paralanguage**
- ▶ Proximity
- ▶ Artifacts

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

A machine scans a printed page, converts it to a signal, and transmits the signal over a telephone line to a receiving machine. Although they have been available for many years, until recently they were slow and expensive. These are called:

- ▶ **Groupware**
- ▶ Teleconferencing
- ▶ Faxes
- ▶ Voice Mail

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

Which one of the followings is not aspect of the AIDA plan?

- ▶ Attention
- ▶ Interest
- ▶ Desire and action
- ▶ **Skill**

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

Inside the organization, how many flows are working?

- ▶ One
- ▶ Two
- ▶ **Three**
- ▶ Four

Question No: 11 (Marks: 2)

Write down names of standard parts of a business letter.

Question No: 12 (Marks: 2)

What is direct (deductive) approach?

Question No: 13 (Marks: 3)

What is direct approach?

Question No: 14 (Marks: 3)

Name standard parts of a business message.

Question No: 15 (Marks: 5)

What are different error categories in the correctness principle? Discuss.

Question No: 16 (Marks: 5)

Elaborate the concept of intercultural communication.

Question No: 17 (Marks: 5)

Write body of a refusal letter to the company which has offered you a project manager's

job and also explain the reason/s behind it.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 4)

Time: 60 min

Marks: 35

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

Memo is the short form of:

► **Mamorandum**

► Memory

► Memoria l

► Momentom

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

If a customer omits necessary information on an order, the company cannot process, this is called:

► **Incomplete or vague order**

► Complete and clear order

► Order for out-of-stock items

► Clear orders

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

A contract of selling and purchasing services is called:

- ▶ A credit letter
- ▶ A collection letter
- ▶ **An order letter**
- ▶ A sales letter

Question No: 4 (Marks: 1) - Please choose one
Communication is ----- way process.

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

Question No: 5 (Marks: 1) - Please choose one
Personal space varies according to:

- ▶ Situation
- ▶ **Culture, status**
- ▶ Medium
- ▶ Channel

Question No: 6 (Marks: 1) - Please choose one
Using 'stoled', instead of stolen is which type of expression?

- ▶ Substandard
- ▶ **standard**
- ▶ appropriate
- ▶ good

Question No: 7 (Marks: 1) - Please choose one
The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ **begin**
- ▶ end
- ▶ write
- ▶ conclude

Question No: 8 (Marks: 1) - Please choose one
-----means judging other people or countries by the cultural standards of your group.

- ▶ Ethnography
- ▶ Anthology
- ▶ Anthropology
- ▶ **Ethnocentrism**

Question No: 9 (Marks: 1) - Please choose one
A basic principle of communication is that the symbols the sender uses to communicate messages must have the same meaning in both the sender's and

receiver's minds. You can never be sure that the message in your mind will be clearly sent to your receiver.

The following statement shows which one of the barriers:

► **Semantic barriers**

- Physical Barrier
- Psychological barriers
- Barriers involving values attitudes etc

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

It contains all facts that the reader or listener needs for the reaction you desire.

Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. A message brings desired result. It does a better job of building goodwill.

Match this statement with one of the following principles of communication:

- Conciseness
- Courtesy
- **Consideration**
- Completeness

Question No: 11 (Marks: 2)

Mention three specific ways to indicate consideration.

Question No: 12 (Marks: 2)

What is persuasive request?

Question No: 13 (Marks: 3)

Explain the following points in replies to persuasive requests.

1. Start with a Cheerful "Yes"
2. Confirm Details of the Request and Acceptance

Question No: 14 (Marks: 3)

Name standard parts of a business message.

Question No: 15 (Marks: 5)

Write a short note on clarity.

Question No: 16 (Marks: 5)

Your company has received an order for three dozen spark plugs. You need to write an acknowledgement letter. Write only the body of this letter.

Question No: 17 (Marks: 5)

Elucidate the five planning steps involved in the process of preparing effective business messages.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 3)

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

A letter that completes a valid contract between a buyer and a seller is called:

- ▶ An order letter
- ▶ An acknowledgement letter
- ▶ An inquiry letter
- ▶ **A sales letter**

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

Letters refusing orders call for the indirect plan or the----- approach.

▶ **Sandwich**

- ▶ Burger
- ▶ Neutral
- ▶ Negative
- Negative

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

While sending the message, you are_____

- ▶ decoder
- ▶ **encoder**
- ▶ decoder and encoder
- ▶ initiator

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

In----- characteristics such as body shape, body odors and skin color are included.

- ▶ Mental
- ▶ **Physical**
- ▶ Spiritual
- ▶ verbal

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

If your message is specific, definite and vivid; you are applying which one of the following principles:

- ▶ Conciseness
- ▶ **Concreteness**
- ▶ Completeness
- ▶ Consideration

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

- -----means judging other people or countries by the cultural standards of your group.

- ▶ Ethnography

- ▶ Anthology
- ▶ Anthropology
- ▶ **Ethnocentrism**

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

Barriers caused by your own physical appearance, your audience, or the context of the document or the presentation are called:

- ▶ Semantic barriers (Convention of meaning)
- ▶ **Physical Barrier**
- ▶ Psychological barriers
- ▶ Barriers involving values attitudes etc

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

It means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity. Match this statement with one of the following concepts:

- ▶ **Globalization**
- ▶ Marketing
- ▶ Communication
- ▶ Americanism

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

Sometimes an extra message is added at the end of a letter. It may be something important or some personal comment. This is called-----.

- ▶ enclosure(s)
- ▶ copy notation
- ▶ **postscript**
- ▶ attention line

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

This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page. They are placed so that they end near the right hand margin. Match the above with one of the followings:

- ▶ **The Block-form / Modified - Block**
- ▶ Full-Block

- ▶ The Semi-Block
- ▶ AMS (Administrative Management Society)

Question No: 11 (Marks: 2)

What is the difference between inquiries and general requests.

An inquiry asks for information about products or services the writer is interested in purchasing.

Where as a general request the writer seeks information without intention to buy or sell. When you

write

either of these letters use the direct plan and follow these suggestions.

Question No: 12 (Marks: 2)

What is culture?

Question No: 13 (Marks: 3)

Write only the body of an order letter to ABC Company for the purchase of weather

vanes?

Question No: 14 (Marks: 3)

What do we mean by close paragraph in the process of effective business messages?

Question No: 15 (Marks: 5)

Write a short note on groupware.

Question No: 16 (Marks: 5)

Environmental factors can greatly affect the process of communication'. Discuss.

Question No: 17 (Marks: 5)

How far do you agree that cultural differences provide hinderance to a company in this

atmosphphere of globalization?

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 2)

Time: 60 min

Marks: 35

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

Facial expressions, such as frowns or smiles, are ----- forms of communication.

- ▶ Verbal
- ▶ **Non-verbal**

- ▶ Written
- ▶ Verbal and non verbal

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

When do we write get-well letters?

- ▶ **A personal friend or business acquaintance is ill**
- ▶ The manager of the company suffers loss
- ▶ A company opens new branch.
- ▶ A company invites applications

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

Letters refusing orders call for the indirect plan or the----- approach.

▶ **Sandwich**

- ▶ Burger
 - ▶ Neutral
 - ▶ Negative
- Negative

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

If a customer omits necessary information on an order, the company cannot process, this is called:

- ▶ **Incomplete or vague order**
- ▶ Complete and clear order
- ▶ Order for out-of-stock items
- ▶ Clear orders

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

Artifact objects are used in which type of messages?

- ▶ verbal
- ▶ **Non-verbal**
- ▶ Written
- ▶ Oral and written

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

Personal space varies according to:

- ▶ Situation
- ▶ **Culture, status**
- ▶ Medium
- ▶ Channel

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

Which one is the aspect of life styles of the country?

- ▶ Position of the family
- ▶ **Social and economic levels**
- ▶ Business hours

- ▶ All the above

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

Inside the organization, how many flows are working?

- ▶ One
- ▶ Two
- ▶ **Three**
- ▶ Four

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

Which of the following parts are related to business letters?

- ▶ Heading
- ▶ Date
- ▶ Inside address, salutation
- ▶ **All of the above**

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

An attachment notation is included to remind the reader to check for additional

pages of information. This is typed single or double space below the reference initials.

Match the above statement with one of the followings:

- ▶ **Enclosure(s)**
- ▶ Copy Notation
- ▶ Postscript
- ▶ Attention line

Question No: 11 (Marks: 2)

In order letter, explain this point, 'Give the Information in a Clear Format'.

Ans:

This means that you have to write separate and single space paragraph for each item and make double space between paragraphs.

This means that you have to make order in tabular form in which the numbers ,items, prices are given. So tabular form is clear than writing information in a paragraph form or sentence form.

Question No: 12 (Marks: 2)

Name some national variables mentioned in intercultural communication model.

Ans:

National variables:

Education

Politics

Social norms

Language

Economics

Regulations

Question No: 13 (Marks: 3)

Write a format of a letter in full block form.

Ans: **Full Block:** This format is the most modern form. In this type all the essential parts are started from left hand side. In type open Punction is used. This form save the time than other form
Format is given below.

Heading or Letter

Head

Date

Inside Address

Salutation

Body

Complimentary Close

Signature Area

Reference Initial

Al Falah street,

Abu Dhabi,

Uae.

May28,2010.

The Genral manager,

Mansour Pharmacy,

Islamabad.

Dear ali.

.

Your sincerely,

Ahmad,

Sales Manager .

Ma/na

Question No: 14 (Marks: 3)

Describe miscellaneous formal and informal salutations used in a letter.

Ans: Salutations used in Formal are:

Sir, Madam, My dear sir , My dear madam,Mr.ali, Dear sir , dear madam These are used in formal form

Informal salutations used in a letter:

My dear Ahmad, My dear naglla ahmad, Dear Rashid

Question No: 15 (Marks: 5)

Your attitude is very important in order to understand reader's point of view. Discuss.

Question No: 16 (Marks: 5)

What are different error categories in the correctness principle? Discuss.

Ans: the following are the errors which should be checked for Correctness.

Correctness:at the core of correctness:

- 1) Spelling
- 2) Grammar
- 3) Punctuation
- 4) Use the right language
- 5) Check accuracy of words, figures
- 6) Maintain acceptable writing mechanics
- 7) Use of a,e .i,o,u correctly
- 8) Formal writing is associated with scholarly writing
- 9) While informal writing is usually used in business writing.

.
Question No: 17 (Marks: 5)

Write a note on basic components that make up an email system.

Ans:

Basic components that make up an email system are given below:

1) User:

These are usually people but may be computer application

2) Messages

These are the information which is send by one user to another

3) Protocols: which describe the structure of the message

Each email system use a protocol which describe the structure of the message such as TO, subjects and from

4) Sender's and recipient's address:

These parts include addresses of both sender and receiver.

5) Gateways.

When a message is pass from one user to another user it must pass through a gateway to delivered

6) Value-added networks: These are the public telecommunication such as PTCL

7) Messaging Transport

Software which transport a message from one system to another.

8) Directory system

This contain names, addresses sometimes information about each user, to whom you need to send the message.

.

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication

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

Memo is the short form of:

► **Mamorandum**

- ▶ Memory
- ▶ Memorial
- ▶ Momentum

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

Communication has an ancient foundation and its roots go back to the time of Greeks, this is called:

- ▶ Oral communication
- ▶ **Written communication**
- ▶ Non-verbal communication
- ▶ Inactive communication

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

----- machine scans a printed page, converts it to a signal, and transmits it.

- ▶ **A Facsimile**
- ▶ A Photocopy
- ▶ An Electronic
- ▶ A Printer

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

A message of congratulation or commendation is much like the message of:

- ▶ Condolence
- ▶ **Appreciation**
- ▶ Refusal
- ▶ Acceptance

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

An exchange of information within an organization is called:

- ▶ **Internal communication**
- ▶ External communication
- ▶ Horizontal communication
- ▶ Vertical communication

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

Artifact objects are used in which type of messages?

- ▶ verbal
- ▶ **Non-verbal**
- ▶ Written
- ▶ Oral and written

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

Vocal characterizers include:

- ▶ Laughing, crying
- ▶ **Intensity, pitch**
- ▶ Sound, silent pauses

- ▶ Sneeze, tone

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

- ----- are individual cultural variables.

- ▶ Economics, politics
- ▶ **Accepted dress, manners**
- ▶ Language, social norms
- ▶ Social norms, manners

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

The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ **begin**
- ▶ end
- ▶ write
- ▶ conclude

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

Which one is national variable from the followings?

- ▶ Time
- ▶ Space
- ▶ **Economics**
- ▶ Food

Question No: 11 (Marks: 2)

What is an order letter?

Answer:

An order letter is a contract of selling and purchasing or services. Orders are considered one of the simplest types of direct request. While placing an order, you need not excite your reader's interest; just state your needs clearly and directly

Question No: 12 (Marks: 2)

Name some national variables mentioned in intercultural communication model.

Answer:

Following are some national variables:

- Education Time
- Regulation Space
- Economics Food
- Politics Accepted Dress
- Social Norms Manners
- Language

Question No: 13 (Marks: 3)

Name the national and individual cultural variables.

National Variables Individual Cultural Variables

Education Time

Regulation Space

Economics Food

Politics Accepted Dress

Social Norms Manners

Language Decision Making

Question No: 14 (Marks: 3)

Write down the format of Semi Block Form of letter.

Answer: This form is much used in Pakistan. Heading, date, complimentary close and

signature sections begin at the horizontal of the page or are placed so that they end near

the right-hand margin. First line of each paragraph is indented five to seven spaces. Only

closed form of punctuation is used in this form. This letter style is attractive on the page.

Question No: 15 (Marks: 5)

Personal space varies according to gender, status, roles and culture. Comment on it.

Question No: 16 (Marks: 5)

Write the body of a "Thanks letter" to your customer for the first order, in order to build

good will of the company.

Question No: 17 (Marks: 5)

Explain three National Variables present in intercultural communication model

National Variables in intercultural communication model

Education

Regulation

Economics

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 2)

Ref No:

Time: 60 min

Marks: 35

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

The essence of-----is making a sale.

- ▶ Persuasion
- ▶ Inquiry
- ▶ Concession
- ▶ **Sale**

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

An effective way of maintaining communication with employees is to monitor:

- ▶ Feedback
- ▶ **Behavior**
- ▶ Environment of the company
- ▶ Situation

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

Personal space varies according to:

- ▶ Situation
- ▶ **Culture, status**
- ▶ Medium
- ▶ Channel

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

A machine scans a printed page, converts it to a signal, and transmits the signal over a telephone line to a receiving machine. Although they have been available

for many years, until recently they were slow and expensive.

These are called:

- ▶ Groupware
- ▶ Teleconferencing
- ▶ **Faxes**
- ▶ Voice Mail

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

AIDA plan stands for:

- ▶ **Attention, Interest, Desire, Action**
- ▶ Authority, Interest, Disclose, Accuracy
- ▶ Accuracy, Internal, Diction, Attention
- ▶ Action, Interest, Desire, Authority

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

When your message contains all the facts, the reader or the listener needs, it is called:

- ▶ **Complete**
- ▶ Considerate
- ▶ Courteous
- ▶ Clear

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

Which one is not related to close paragraph?

- ▶ Make Action
- ▶ Keep Last Paragraph Concise and Correct
- ▶ End on a Positive, Courteous Thought
- ▶ **Make a refusal statement**

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

Which of the following parts are related to business letters?

- ▶ Heading
- ▶ Date
- ▶ Inside address, salutation
- ▶ **All of the above**

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

Clarity is achieved in part through a balance between

.....

- ▶ **Precise and familiar language**
- ▶ Complex and difficult language
- ▶ Easy and simple language
- ▶ Rough and tough language

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

Advancement in technology has brought changes in the business market.

Which one is not correct from the following:

- ▶ increased demand of things.
- ▶ made communication easy.
- ▶ increased market competition.
- ▶ **ignored local markets.**

Question No: 11 (Marks: 2)

Write down names of standard parts of a business letter.

Heading, date, inside address, body, salutation, complementary close, signature and reference section

Question No: 12 (Marks: 2)

Which points should be kept in mind while writing get-well soon and sympathy letters.

Answer:

When a personal friend or a business colleague is ill, a letter from you is welcome.

If the illness is not serious and recovery is expected, a humorous get-well card or

a cheerful, happy letter can be written.

If the illness is serious or the person is getting over a major operation, the the person will not be in a mood for jokes!

Mention once at the beginning of the letter how sorry you are that the person is

ill. Then talk about a normal life.

Question No: 13 (Marks: 3)

What is direct approach?

Question No: 14 (Marks: 3)

Explain Letterhead of Business message and name its different parts.

Answer:

A letterhead is a printed paper with the name and address of a person or organization. It occupies not more than 2 inches at the top of the page.

Following are the different parts of letterhead

Name

Address

telephone number

Fax number

Type of business

Name of manufacturing unit / corporate office etc.

Question No: 15 (Marks: 5)

Environmental factors can greatly affect the process of communication'.

Discuss.

Answer:

Organizations give consideration to office space, factory area and layout, the sales area and conference venues. The environment put people at ease and match their expectations; an uncomfortable environment can produce 'noise' that

causes communication barriers and interferes communication process.

Therefore desire for privacy, familiarity and security, need to be satisfied.

Careful design of the working area meet these needs and in so doing improve communication, productivity and morale.

Light, colour, tables, chairs, desks, temperature, plants, sound, artwork, and wall

coverings all have a good impact on people about the image of organization.

Question No: 16 (Marks: 5)

'When a message is vivid, definite and specific, it conveys meaning effectively'.

Discuss the importance of concreteness in business message.

Answer:

Concreteness means "a message should be vivid, definite and specific"

If message convince the reader than sender will get the reply and feed back

And if a message lacks the qualities, it will be vague and general and it may be ignored by the reader.

Concrete facts and figures make the reader to know exactly what is required or desired by the sender.

Example: if some information to be given regarding decision.

The chief executive decided" is clearer than "A decision has been made."

A positive messages always leaves positive signs on the reader.

Question No: 17 (Marks: 5)

Write a detailed note on buffer.

Answer:

Buffer is defined as “its a statement, that helps to bring the reader in a positive frame of mind, and message becomes readable and easy to understand for the reader. To give bad news, messages begin with a buffer. But “Buffer” should be neutral in tone. Try to avoid misleading the reader to think that the message is good.