

Mid Term Papers

Business Communication

ENG301

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The Tabassum FORUM

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MIDTERM EXAMINATION

Fall 2009

ENG301- Business Communication (Session - 3)

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

Even the salutation and the complementary close have no punctuation in:

▶ **Open punctuation**

- ▶ Standard punctuation
- ▶ Close punctuation
- ▶ Long punctuation

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

What is the top most quality of a business executive?

▶ **Effective communicator**

- ▶ Good personality
- ▶ Hardworking
- ▶ Skill to manage the things

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

What is CD-Rom database?

▶ **It is used to put information in a form that is easy to digest**

- ▶ It is used to play computer disk
- ▶ It is a tool used during the high level meetings
- ▶ It is a tool to download songs

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

An exchange of information within an organization is called:

▶ **Internal communication**

- ▶ External communication
- ▶ Horizontal communication
- ▶ Vertical communication



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

What is the more formal way of communication?

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

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

Selecting some details and omitting others is a process called:

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

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

A receiver's

whether it is:

- ▶ Accepted
- ▶ Rejected
- ▶ **Accepted or rejected**
- ▶ Mixed response

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

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

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

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

Artifact objects are used in which type of messages?

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

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

Personal space varies according to:

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

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

For writing an effective business message, there are _____ planning steps.

- ▶ seven
- ▶ **five**
- ▶ two
- ▶ three

Question No: 12 (Marks: 1) - Please choose one

- ▶ With buttering.
- ▶ With flattery.
- ▶ **With buffer**
- ▶ With confidence

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

In order to understand verbal and nonverbal communication which of the following things should we do?

- ▶ Accept cultural differences
- ▶ Studying your own culture
- ▶ Learn about other cultures

▶ All of the above

Question No: 14 (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: 15 (Marks: 1) - Please choose one

Which one of the followings is the most important for a successful message?

- ▶ Feedback
- ▶ Sender
- ▶ Message
- ▶ Medium

Question No: 16 (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: 17 (Marks: 2)

What is the difference between credibility and congeniality?

Question No: 18 (Marks: 2)

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



Question No: 19 (Marks: 3)

In order to understand intercultural communication which factors are important?

Question No: 20 (Marks: 5)

What is the organizational plan for order letters? Discuss each point briefly.

Question No: 21 (Marks: 10)

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

MIDTERM EXAMINATION
Spring 2009
ENG301- Business Communication (Session - 1)

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

In order to understand verbal and nonverbal communication which of the following things should we do?

- ▶ Accept cultural differences
- ▶ Studying your own culture

- ▶ Learn about other cultures
- ▶ **All of the above**

Question No: 3 (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: 4 (Marks: 1) - Please choose one

It is that part of language associated with but not involving the word system. It consists of the voice qualities and vocalizations that affect how something is said rather than what is said.

Select one which is true from the followings.

- ▶ Kinesics behavior
- ▶ **Paralanguage**
- ▶ Proximity
- ▶ Artifacts

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

Message

Communicator
As "sender"

Noise

Audience
as "receiver"

This model represents which theory of communication?

- ▶ Social environment theory
- ▶ **General theory**

- ▶ Rhetorical theory
- ▶ **Electronic theory**

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

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

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

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

All seven C's can be applied to:

- ▶ Oral and written communication
- ▶ Written and non verbal communication
- ▶ Oral and verbal communication
- ▶ **Effective business communication**

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

In which communication expressions are not encoded in words?

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

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

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

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

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

----- type of flow takes place between peers in organizations in order to solve problems.



- ▶ **Horizontal**
- ▶ Downward
- ▶ Upward
- ▶ Circular

Question No: 12 (Marks: 1) - Please choose one

In refusal letter, at which place do we give explanation of the refusal?

- ▶ Beginning
- ▶ **Middle**
- ▶ End
- ▶ Between beginning and middle

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

_____ allows several people to use software at the same time to create documents, keep track of projects.

- ▶ Software
- ▶ **Groupware**
- ▶ E-mail
- ▶ Network

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

A person should follow which one of the the following characteristics while writing an email?

- ▶ **Concise, clear and polite**
- ▶ Verbose, rude and harsh
- ▶ Impolite and having negative tone
- ▶ Moderate

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

Even the salutation and the complementary close have no punctuation in:

- ▶ **Open punctuation**
- ▶ Standard punctuation
- ▶ Close punctuation

- ▶ Long punctuation

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

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

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

Question No: 17 (Marks: 2)

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

Question No: 18 (Marks: 2)

Redraft the message for clarity
The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

Question No: 19 (Marks: 3)

What is buffer?

Question No: 20 (Marks: 5)

Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables.

Question No: 21 (Marks: 10)

Explain the term culture and point out the main aspects of intercultural model.

MIDTERM EXAMINATION

Spring 2009

ENG301- Business Communication (Session - 2)

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

It has been in use since 1950. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals.

Match the above with one of the followings:

- ▶ The Block-form / Modified – Block
- ▶ Full-Block
- ▶ The Semi-Block
- ▶ **AMS (Administrative Management Society)**

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

It does not mean that the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business.

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

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

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

Which one of the followings is not the purpose of communication?

- ▶ To initiate some action
- ▶ To impart information, ideas, attitudes, beliefs or feelings.
- ▶ To establish, acknowledge or maintain links or relations with other people.
- ▶ **To make the people fool and sell your products.**

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

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in _____.

- ▶ two countries
- ▶ six countries
- ▶ many countries
- ▶ **the whole world**

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

The last paragraph should be _____ for an effective business message.

- ▶ **concise, correct**
- ▶ long, concrete
- ▶ long, verbose
- ▶ concise, long

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

To communicate easily and effectively with your readers, how many number of principles of communication are applied:

- ▶ Nine
- ▶ **Seven**
- ▶ Eleven
- ▶ Six

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

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

- ▶ Mental



- ▶ Physical
- ▶ Spiritual
- ▶ verbal

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

Selecting some details and omitting others is a process called:

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

Question No: 10 (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: 11 (Marks: 1) - Please choose one

As good-news plan is similar to direct-request plan, so is persuasive plan to _____ plan.

- ▶ good news
- ▶ **bad news**
- ▶ pleasant news
- ▶ moderate news

Question No: 12 (Marks: 1) - Please choose one

_____ is often effective for getting a motivational message out to a large number of people.

- ▶ Groupware
- ▶ **Videotape**
- ▶ Software
- ▶ Teleconferencing

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

Communication is the process by which individuals share:

- ▶ **Coordinate activities, and make decisions**
- ▶ Body movements
- ▶ Techniques
- ▶ Skills

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

'AMS' is the abbreviation of:

- ▶ **Administrative Management Society**
- ▶ Alcholical Member Society
- ▶ Advanced Management Society
- ▶ Asian Management Society

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

Sometimes an extra message is added at the end of a letter and is known as:

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

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

_____ is included to remind the reader to check for additional pages of information.

- ▶ Copy of notation
- ▶ **Enclosure**
- ▶ Subject line
- ▶ Attention line

Question No: 17 (Marks: 2)

Write a note on different punctuation styles.

ANSWER:

There are three types of punctuation styles

1. **Closed punctuation:** In this style the heading, date, inside address, salutations and complimentary close are punctuated.
2. **Open punctuation:** In this style of punctuation no punctuations are used even after salutation and complimentary close.
3. **Standard Punctuation:** Punctuation is used only after salutation and complimentary close.

Question No: 18 (Marks: 2)

Rephrase the following letter body:

"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

ANSWER:

"Please ship parcel post, 300 Dell computers before the end of November."

Question No: 19 (Marks: 3)

Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

Question No: 20 (Marks: 5)

Write short notes on the following:

- 1- Importance of communication in your career
- 2- Developing the right attitude

ANSWER:

Importance of communication in career: The ability to communicate effectively is very important for a business management student. Since this field requires more of mental work so it is important to communicate the ideas and skills effectively to others to reach the desired individual and organizational goals. It is important while working in groups. In order to perform the job effectively it is very



important to communicate with the coworkers and the seniors this will help in accomplishing the job.

Developing the right attitude: Attitude is a persistent tendency to feel and behave in a particular way toward some object. Attitude describes people and their behavior. Receiver's attitude towards a message determines whether it will be accepted or rejected. People react favorably when they receive agreeable message. Receiver's view of information affects the response. People react according to their attitudes towards a situation rather than to the facts. So developing the right attitude is very important. Since people develop their attitudes from experience too so to develop right attitudes there must be great association between individuals .

Question No: 21 (Marks: 10)

What is meant by Globalization? The implications of globalization on organizational behavior is profound and direct. Comment on this statement.

Answer:

Globalization and its implications on Organizational Behavior: Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization **Globalization** means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now a days globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell there products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures. So globalization is no doubt an important need now but due to this organizations have to face many challenges.

MIDTERM EXAMINATION

Spring 2009

ENG301- Business Communication (Session - 3)

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

This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

Match the above with one of the followings:

- ▶ The Block-form / Modified – Block
- ▶ **Full-Block**
- ▶ The Semi-Block
- ▶ AMS (Administrative Management Society)

Question No: 3 (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: 4 (Marks: 1) - Please choose one

In order to understand verbal and nonverbal communication which of the following things should we do?

- ▶ Accept cultural differences

- ▶ Studying your own culture
- ▶ Learn about other cultures
- ▶ All of the above

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

It refers to the behavioral characteristic, typical of a group, it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation.

Match this statement with one of the following concepts:

- ▶ **Culture**
- ▶ Communication
- ▶ Social lag
- ▶ Norms

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

They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respond and goodwill. You are willing to work with them again, despite their differences.

Match the above statement with one of the followings:

- ▶ Precision
- ▶ Credibility
- ▶ Control
- ▶ **Congeniality**

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

Intensity (loud/soft); pitch height (high/low) represent which one of the followings:

- ▶ Vocal characterizers
- ▶ **Vocal Qualifiers**
- ▶ Vocal Segregates
- ▶ Vocal barriers

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

Message
Communicator

Audience

As "sender" Noise as "receiver"
This model represents which theory of communication?

- ▶ Social environment theory
- ▶ General theory
- ▶ Rhetorical theory
- ▶ **Electronic theory**

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

Which one of the subjects is not the part of communication?

- ▶ Semantics (the study of word choice)
- ▶ Linguistics (the study of language)
- ▶ Rhetoric (the study of writing and speaking effectively)
- ▶ **Geology**

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

Selecting some details and omitting others is a process called:

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

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

What is the main idea that you wish to communicate?

- ▶ **Message**
- ▶ Medium
- ▶ Context
- ▶ Feedback

Question No: 12 (Marks: 1) - Please choose one

While sending the message, you are_____

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

- ▶ Initiator

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

Recommendation letter provides:

- ▶ Suggestion
- ▶ **Information**
- ▶ Advice
- ▶ Material information

Question No: 14 (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: 15 (Marks: 1) - Please choose one

Demographic changes have something to do with:

- ▶ **Population**
- ▶ Culture
- ▶ Environment
- ▶ Situation

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

Memo is the short form of:

- ▶ **Memorandum**
- ▶ Memory
- ▶ Memorial
- ▶ Momentum

Question No: 17 (Marks: 2)

Write a note on beginnings & endings in a letter.

When you begin your message make whether your reader will respond favorably or unfavorably to the message. Keep main idea or good-news in the beginning. The opening must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

Question No: 18 (Marks: 2)

Explain the term artifacts.

These are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. Eg. lipstick, clothes, perfumes, glasses and hair pieces reflect the style or mood of the user.

Question No: 19 (Marks: 3)

Make each of the following requests complete and concrete:

1. The coat you had in your window last Thursday is exactly the style I would like to have. Please send it to me on my credit card account.
2. I am interested in the portable TV you advertised in yesterday's newspaper. Will you please tell me more about it? (The firm advertised one TV set in the city's morning paper and a different set in the evening paper).

1)

Dear Sir,

I like the coat which is in beautifying your last window last Thursday, I like that coat and want to make my dress. I will pay the amount through credit card.

2.

I have seen the advertisement yesterday in daily XYZ about the portable T.V

I want to know further details and technical specification, once it will meet my requirement I will definitely will not wait to keep away that portable T.V

Question No: 20 (Marks: 5)

What is the role of time, space and silence in effective communication?

Time

In effective communication time is very important it reflects the habits of different cultures as well eg. Persons in Latin America and the Middle East treat time more casually then do Americans, prefer promptness. Germans are considered time precise. In Latin American and in Buddhist cultures you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom. Every nation have different concept of time.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?
- Is time considered valuable or an intangible asset?

Space

Space is also very important every nation use to keep space with varying length how do you react in Saudi Arabia when someone's breathe intentionally brushes How would you react hanging onto the outside of a bus in Pakistan? How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

Silence

Silence is also used as feed back, although it is not much effective but it is gives feed back to sender.

All these factors countable in effective communication.

Question No: 21 (Marks: 10)

What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?

Generally, foreigner will face two types of barriers and a in a country who is visiting first time will face them.

- . **Semantic Barriers**
 - Conversation mean
- . **Physical Barriers**

- Psychological barriers
- Emotional barriers
- Perceptual barriers
- Barriers involving values attitudes etc

Semantic Barrier

These are the symbols the sender uses to communicate messages both sender and receiver must have same meaning of the message sent otherwise receiver will translate the message in different mean

Problem in Conventions of Meaning

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is used.

Connotation

A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments and personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in some contexts and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

For Speaking

Mumbling, not enunciating, speaking too quickly, noises become of hissing ventilation, blowing air conditioning, ringing telephones, slamming doors etc.

Psychological Barriers

Because of the changing world, everyone has his own concept of reality. Also, human beings, sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person's mental filter is unique. In our daily interaction with

others, we make various abstractions, inferences and evaluations of the world around us.

Emotional Barriers

One possible psychological block is emotional, you may be emotionally block is you are announcing a new policy you may become popular or unpopular

Perception of Reality

The perceptual problem is that people think differently. Selecting some details and omitting others is a process called abstracting. On many occasions abstracting is necessary. However, he should be cautious about “slanted” statements. Differences in abstracting take place not only when persons describe events but also when they describe people and objects. Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement. Try not to let personal preferences affect your factual reporting of information.

Perception of Reality

Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

Necessary Inferences

It is general expectation that when we reach a foreign country, we are sure that we will be treated politely.

When we post a letter, we infer that it will reach its destination. Conclusions we make about things we have not observed directly can often be against our wishes.

Barriers Involving Values, Attitudes etc.

Both personality and attitude are complex cognitive process. Personality usually is thought of as the whole person whereas attitude may makeup the personality. The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.

Eg. Some people does not like night shift, so there attitude is negative towards his work assign.

A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message. Receivers' views of the information will affect their response. This response could be what the sender desires or just the opposite.

Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed Mind

There are people having rigid views on certain topics. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Sender's Credibility

Other factors effecting attitudes, opinions and responses

They are following

Environmental stresses, Personal problems, Sensitivity

Each and every factor is considerable.

What is buffer?

If u wants to say a bad new to an employ, for this purpose you will use neutral words, before telling bad new.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 2)

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 good news then message should start with the main idea. In case of bad news is refusal there should be a buffer. Closing of the message should be effective.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 3)

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
- ▶ **Behaviour**
- ▶ 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.

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.

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.

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.

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.

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.

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication (Session - 3)

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

Memo is the short form of:

- ▶ Mamorandum
- ▶ Memory
- ▶ Memorial
- ▶ Momentom

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

What is the top most quality of a business executive?

- ▶ Effective communicator
- ▶ Good personality
- ▶ Hardworking
- ▶ Skill to mangae the things

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

Supporters of----- theory believe that communication is not linear, but circular process.

- ▶ Electronic
- ▶ Social environmental
- ▶ Rhetorical

- ▶ Electronic and rhetorical

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

The best way to create a message is to focus on your:

- ▶ **Audience**
- ▶ Written material
- ▶ Appearance
- ▶ Oral presentation

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

"It means judging other people or countries by the cultural standards of your group"

Match one of the following concepts with the above statement.

- ▶ Ethnocentrism
- ▶ **Ethnography**
- ▶ Anthology
- ▶ Misanthropy

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

What are individual cultural variables?

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

Question No: 7 (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: 8 (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: 9 (Marks: 1) - Please choose one

Which principle is used to express yourself in the fewest possible words?

- ▶ **Conciseness**
- ▶ Completeness
- ▶ Correctness
- ▶ Clarity

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

Which one of the following is not an aspect of the AIDA plan?

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

Question No: 11 (Marks: 2)

What is direct (deductive) approach?

Question No: 12 (Marks: 2)

Describe the role of economics as a national variable in intercultural communication model.

Question No: 13 (Marks: 3)

Write a format of a letter in full block form.

Question No: 14 (Marks: 3)

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

Question No: 15 (Marks: 5)

Facial expressions and body language are the best way to communicate in a non-verbal way. Comment.

Question No: 16 (Marks: 5)

Write a detailed note on buffer.

Question No: 17 (Marks: 5)

Enlist and explain the optional parts of a letter.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 6)

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

_____ is the process of communicating information to lots of people at once via television, radio or newspapers.

- ▶ Group communication
- ▶ Intrapersonal communication
- ▶ Interpersonal communication
- ▶ Mass communication

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

Number of rooms, beds, adults and children are included in request for _____

- ▶ reservation
- ▶ purchase
- ▶ goods
- ▶ sale

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

Supporters of----- theory believe that communication is not linear, but circular process.

- ▶ Electronic
- ▶ Social environmental
- ▶ Rhetorical
- ▶ Electronic and rehtorical

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

Who does initiate a message by encoding the idea (or thought) in words or symbols and send it to a receiver?

- ▶ Initiater
- ▶ Sender
- ▶ Transmitter
- ▶ Medium

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

If you have bad news,how can you begin your message?

- ▶ With buttering.
- ▶ With flattery.
- ▶ With buffer
- ▶ With confidence

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

It means getting your message across so that the receiver will understand what you are trying to convey. It is better to write down the main points of the message. Put the right word to convey the meanings and familiar words are often conversational.

Match the above statement with one of the following aspects:

- ▶ Clarity

- ▶ Conciseness
- ▶ Consideration
- ▶ Concreteness

Question No: 8 (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: 9 (Marks: 1) - Please choose one

While communicating, when you are aware not only of the perspective of others but also their feelings, you are applying which principle of communication?

- ▶ Courtesy
- ▶ Concreteness
- ▶ Completeness
- ▶ Conciseness

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)

What details are included in request for reservations?

Question No: 12 (Marks: 2)

Decision making plays an important role in intercultural communication. Explain.

Question No: 13 (Marks: 3)

What is buffer?

Question No: 14 (Marks: 3)

Which things should we avoid while writing a buffer?

Question No: 15 (Marks: 5)

What are four stages of AIDA plan? Describe briefly

Question No: 16 (Marks: 5)

Do you think, it is important for a good communicator to have certain traits? Write down traits of a good communicator.

Question No: 17 (Marks: 5)

Explain three National Variables present in intercultural communication model.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 5)

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

In _____ punctuation, no line of heading or inside address is punctuated.

- ▶ close punctuation
- ▶ open punctuation
- ▶ standard Punctuation
- ▶ long punctuation

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

In order to get promotion for an executive, it is important to have _____

- ▶ Sound background
- ▶ Good personality
- ▶ Communication skills
- ▶ written communication

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

Communication is a process of transmitting and receiving _____ message.

- ▶ Verbal and non verbal
- ▶ Verbal and oral
- ▶ Written and oral
- ▶ Written and non verbal

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

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

- ▶ Sandwich
- ▶ Burger
- ▶ Neutral
- ▶ Negative

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

The principle, through which your message will get across, so that the receiver will understand what you are trying to convey, is called:

- ▶ Completeness
- ▶ Clarity
- ▶ Conciseness
- ▶ Consideration

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

For writing an effective business message, there are _____ planning steps.

- ▶ Seven
- ▶ Five

- ▶ two
- ▶ three

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

Which one is individual cultural variable from the followings?

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

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

Which of the following complimentary close is accurate in general letter writing?

- ▶ Yours sincerely,
- ▶ Sincerely,
- ▶ Yours respectfully,
- ▶ All of the above

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

All seven C's can be applied to:

- ▶ Oral communication
- ▶ Written and non verbal communication
- ▶ Oral and verbal communication
- ▶ Effective business communication

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

Which one of the following characteristics should a person follow while writing an email?

- ▶ Concise, clear and polite
- ▶ Verbose, rude and harsh
- ▶ Impolite and having negative tone
- ▶ Moderate

Question No: 11 (Marks: 2)

What is the difference between inquiries and general requests?

Question No: 12 (Marks: 2)

Mention three specific ways to indicate consideration

Question No: 13 (Marks: 3)

What is completeness?

Question No: 14 (Marks: 3)

What points should be kept in mind while writing letter refusing an order?

Question No: 15 (Marks: 5)

For an effective business message beginning and ending should be impressive'. Do you agree with this statement?

Question No: 16 (Marks: 5)

'Conciseness means saying what you want to say in the few words'. Discuss.

Question No: 17 (Marks: 5)

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 2)

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**

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'.

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.

National variables:

Education

Politics

Social norms

Language

Economics

Regulations

Question No: 13 (Marks: 3)

Write a format of a letter in full block form.

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 Al Falah street,

Head Abu Dhabi,

Uae.

Date May28,2010.

Inside Address

The Genral manager,
Mansour Pharmacy,
Islamabad.

Salutation

Dear ali.

Body

Complimentary Close

Your sincerely,

Signature Area

Ahmad,
Sales Manager .

Reference Initial

Ma/na

Question No: 14 (Marks: 3)

Describe miscellaneous formal and informal salutations used in a letter.

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.

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.

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 (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

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 atmoshphere of globalization?

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication

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

Memo is the short form of:

- ▶ Mamorandum
- ▶ Memory
- ▶ Memorial
- ▶ Momentom

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 favourably or unfavourably 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?

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.

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

Education
Regulation

Individual Cultural Variables

Time
Space



Economics

Politics

Social Norms

Language

Food

Accepted Dress

Manners

Decision Making

Question No: 14 (Marks: 3)

Write down the format of Semi Block Form of letter.

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)

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

In letter writing, the format in which all essential parts are started from the left hand margin along with open punctuation is known as:

- ▶ The semi block
- ▶ **Full block**
- ▶ Modified block
- ▶ Long block

This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

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

Individual cultural variables include:

- ▶ **Chronemics, proxemics**
- ▶ Space zone, oral communication
- ▶ Adopters and duplicators
- ▶ Verbal and written communication

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

For writing an effective business message, there are _____ planning steps.

- ▶ seven
- ▶ **five**
- ▶ two
- ▶ three

Five Planning Steps

Before writing a message, the following steps are necessary for effective communication.

1. Define the purpose of the message.
2. Analyze your audience – readers or listeners.
3. Choose the ideas to include.
4. Collect all the facts to back up these ideas.
5. Outline – organize – your message.

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

When a vice president in an organization sends message to the sales manager, which type of flow is it?

- ▶ Upward
- ▶ **Downward**
- ▶ Horizontal
- ▶ Upward and downward

Downward Flow

• Organizational decisions are made at top level and then flow down to the people who carry them. When employees receive appropriate downward communication from the management, they become motivated and more efficient.

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

Message

Communicator Audience

As “sender” Noise as “receiver”

This model represents which theory of communication?

- ▶ Social environment theory
- ▶ General theory
- ▶ Rhetorical theory
- ▶ **Electronic theory**



Electronic Theory

- The message is transmitted as a signal (marks on paper or sound waves) through a channel, where it may be distorted by noise (such as smudged typing or acoustical problems). As a last step, the receiver (listener or reader) decodes the message.

Question No: 6 (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

Postscript

Sometimes an extra message is added at the end of a letter. It may be something important or some personal comment. Write Ps or Ps and leave two spaces before the first word of the postscript.

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

It means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. For this purpose, denotative words will be used instead of connotative words.

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

- ▶ Clarity
- ▶ Conciseness
- ▶ Consideration
- ▶ **Concreteness**

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

All seven C's can be applied to:

- ▶ Oral communication
- ▶ Written and non verbal communication
- ▶ Oral and verbal communication
- ▶ **Effective business communication**

Communication is an important part of our world today. The ability to communicate effectively with others is considered a prized quality of the successful business people. To communicate easily and effectively with your readers, you should apply the following Seven 'C' principles:

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

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

Which one of the following components does not make up an email system?

- ▶ Users
- ▶ Messages and protocols
- ▶ Senders' and Recipients' Addresses
- ▶ **Audio conference**

Several basic components make up email systems, including

1. Users
2. Messages
3. Senders' and Recipients' Addresses
4. Protocols
5. Messaging Transports
6. Gateways
7. Value-added Networks
8. Directory Systems

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

Which of the following is not an aspect of a buffer?

- ▶ Agreement
- ▶ Appreciation
- ▶ Assurance
- ▶ **Conflict**

Question No: 11 (Marks: 2)

Write down names of standard parts of a business letter.

Standard Parts of the Letter

Most business letters have the following parts:

1. Heading
2. Date
3. Inside address
4. Salutation
5. Body
6. Complimentary close
7. Signature
8. Reference Section

Question No: 12 (Marks: 2)

In persuasive requests, write the names of appeals that we use to get the interest of the reader.

Begin with something that will Interest the Reader

- Altruistic Appeal
- Reader-benefit appeal
- Individual responsibility appeal
- Personal experience appeal.

Question No: 13 (Marks: 3)

Name the national and individual cultural variables.

Some 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)-

What are the advantages and disadvantages of an e-mail?

Advantages

1. Email is a faster and more efficient channel than regular mail (sometimes referred to as snail mail). Most messages reach anywhere in the world within minutes of being sent.
2. It saves paper
3. It can be send at any convenient time
4. A message can be written and edited quickly by several people before it is sent
5. It can be send to different receivers at the same time
6. Email can be stored and sent at off-peak telephone rates

Disadvantages

1. It can be difficult to distinguish between casual and formal messages because of their similar layout
2. There may be a time lag if the receiver does not read their email for a few days.
3. The system is inaccessible to those who are computer illiterate or not online.
4. Its contents may reappear later in a variety of printed forms.
5. It lack nonverbal communication cues to add meaning
6. It can be overused

Question No: 15 (Marks: 5)

What are four stages of AIDA plan? Describe briefly

One way to organize persuasive messages is the AIDA plan, which is of four stages:

1. Attention
2. Interest
3. Desire
4. Action

In the attention stage, you convince the reader that you have something interesting or useful for him. In interest stage you explain how your message is related to your reader. In the desire stage you provide relevant evidence to prove your claim drawing attention to any enclosures. And in the action stage you close the message with an action ending that suggests a specific action the reader may take.

Question No: 16 (Marks: 5)

Conciseness means saying what you want to say in the few words'. Discuss.

Conciseness

Eliminate wordy expressions

- To avoid wordy expressions, use single words whenever possible. Here are some examples of how word economy saves the reader's time and effort.
- Wordy: I want to take this opportunity to tell you that we are grateful to you
- Concise: Thank you
- Wordy: We are grateful and appreciative
- Concise: We look forward with anticipation to...
- Avoid trite, "which" that clauses whenever possible
- We want to buy chairs which are of the executive types
- We want to buy executive type chairs Include only relevant material
- Your reader will lose interest in your message if he/she finds irrelevant things in your message. Using only well-chosen words can help you convey relevant facts.
- Avoid, information obvious to the reader
- Avoid long introduction, excessive adjectives, pompous works

Conciseness

Avoid unnecessary repetition.

- Avoid repetition by using pronouns, short names or acronyms, etc.
- Stick to the purpose of the message.
- Writing concisely means using only necessary, meaningful words.

Question No: 17 (Marks: 5)

How do religion, social norms and language work as individual cultural variable?

Religion

Be careful of religious beliefs within foreign countries. Although some basic beliefs overlap, there are some major differences. In connection with religion there is great need for tolerance. Buddhism, Hinduism, and Moslem religions are found in many parts of the world, affecting the values (and attire) of people professing these faiths. For instances, these three religions forbid consumption of alcohol; Religious holidays affect international communication, interrupting work schedules or delaying responses to requests. Be aware too that religion can affect the status of women; their positions within an economy and even their buying patterns and habits of dress.

Religion: Homogeneity and diversity of belief structure

- a. Are you aware of the major religious beliefs that could affect your business relationships?
- b. Will the religious holidays affect your rhythm of conducting business?
- c. What personal behavior is acceptable and nonacceptable?

Social Norms

In various ways any national environmental constraints – education, law and regulations, economics, politics, religion – affect a nation's social norms. In many countries a male line of the family profoundly influences some business decisions. Decisions, buying patterns, pooling of resources, special interests affect behavior and business communication. Beyond the immediate family a bond may exist between persons, based on caste, class, age, or even special interests. Be aware of a nation's social norms.

Social Norms: importance of family, influence of past colonial influences:

- a. are you aware of the social hierarchies of the country?

- b. Is there a rank order of importance for participants at meetings?
- c. Who will really make the business decision?
- d. Which country's influence is still evident after previous colonial control?

Language

An important constraint that undergirds all the preceding variables is language. Obviously, unless both

sender and receiver understand a common language, the opportunities for successful business

communication are significantly limited.

Language

English is a world language – and to a major extent the language of business.

Language problems are often core to communication misunderstanding.

Language: Use of English and other languages used in business relationships:

- a. Is it necessary to have an interpreter at business sessions?
- b. Is English understood at the oral or written level?
- c. Is there a protocol to follow for formal and informal communication.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 6)

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

Recommendation letter provides:

► Suggestion

- Information
- Advice
- Material information

Question No: 2 (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: 3 (Marks: 1) - Please choose one

Artifact objects are used in which type of messages?

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

Question No: 4 (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: 5 (Marks: 1) - Please choose one

For writing an effective business message, there are----- planning steps.

- ▶ seven
- ▶ **five**
- ▶ two
- ▶ three

Question No: 6 (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: 7 (Marks: 1) - Please choose one

Which of the following complimentary close is accurate in general letter writing?

- ▶ **Yours sincerely,**
- ▶ Sincerely,
- ▶ Yours respectfully,
- ▶ All of the above

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

_____ is the way by which a message is communicated.

- ▶ **Medium**
- ▶ Context
- ▶ Feedback
- ▶ Network

Question No: 9 (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: 10 (Marks: 1) - Please choose one

It has been in use since 1950. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader's name is used in the first and last sentences. Subject and writer's name are typed in capitals.

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)

Write a note on beginnings & endings in a letter.

Question No: 12 (Marks: 2)

What is an order letter?

Question No: 13 (Marks: 3)

What points should be kept in mind while writing letter refusing an order?

Question No: 14 (Marks: 3)

Name standard parts of a business message.

Question No: 15 (Marks: 5)

Behaving in a proper way while writing or communicating with customers is one of the keys to success'. Discuss the principle of courtesy.



Question No: 16 (Marks: 5)

Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables.

Question No: 17 (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.

MIDTERM EXAMINATION

Spring 2010

ENG301- Business Communication (Session - 4)

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

Memo is the short form of:

- ▶ Memorandum
- ▶ Memory
- ▶ Memorial
- ▶ Momentum

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 - 2)

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

Even the salutation and the complementary close have no punctuation in:

- ▶ Open punctuation
- ▶ Standard punctuation
- ▶ Close punctuation
- ▶ Long punctuation

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

_____ type of flow takes place between peers in organizations in order to solve problems.

- ▶ Horizontal
- ▶ Downward
- ▶ Upward
- ▶ Circular

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

While sending the message, you are_____

- ▶ decoder

- ▶ encoder
- ▶ decoder and encoder
- ▶ initiator

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

In which communication expressions are not encoded in words?

- ▶ Non-verbal
- ▶ Verbal
- ▶ Written
- ▶ Verbal and written

Question No: 6 (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: 7 (Marks: 1) - Please choose one

It is more comfortable to work with people of _____

- ▶ European countries
- ▶ your own country
- ▶ Asians
- ▶ other countries

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

In order to understand verbal and nonverbal communication which of the following things should we do?



- ▶ Accept cultural differences
- ▶ Studying your own culture
- ▶ Learn about other cultures
- ▶ All of the above

Question No: 9 (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: 10 (Marks: 1) - Please choose one

How unnecessary repetition should be treated for successful business message?

- ▶ adopted
- ▶ avoided
- ▶ adapted
- ▶ submitted

Question No: 11 (Marks: 2)

Redraft the message for clarity

The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

Question No: 12 (Marks: 2)

What is an order letter?

Question No: 13 (Marks: 3)

Name the national and individual cultural variables.

Question No: 14 (Marks: 3)

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

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)

Write a detailed note on buffer.

Question No: 17 (Marks: 5)

Write a short note on artifacts.