

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication (Session - 2)

Ref No: 1390519

Time: 60 min

Marks: 35

| <u>Student Info</u> | |
|----------------------------|-------------------------------------|
| <u>StudentID:</u> | <u>MC090402550</u> |
| <u>Center:</u> | <u>OPKST</u> |
| <u>ExamDate:</u> | <u>5/27/2010 12:00:00 AM</u> |

| <u>For Teacher's Use Only</u> | | | | | | | | | |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------------|
| <u>Q No.</u> | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>Total</u> |
| <u>Marks</u> | | | | | | | | | |
| <u>Q No.</u> | <u>9</u> | <u>10</u> | <u>11</u> | <u>12</u> | <u>13</u> | <u>14</u> | <u>15</u> | <u>16</u> | |
| <u>Marks</u> | | | | | | | | | |
| <u>Q No.</u> | <u>17</u> | - | - | - | - | - | - | - | |
| <u>Marks</u> | | | | | | | | | |

Asslam O Aikum

Eng 301 MIDTERM PAPERS Solved by Afaaq Shani bhai n Adeel

Remember Us In Your Prayers

Best regard's

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If u like me than raise your hand with me

If not than raise ur standard

That's about me ... !

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 write 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.

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