

MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication

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

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 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

Education
Regulation
Economics
Politics
Social Norms
Language

Individual Cultural Variables

Time
Space
Food
Accepted Dress
Manners
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

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