

**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

**Note: Solve these papers by yourself**  
**This VU Group is not responsible for any solved content**

- ▶ 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**
- ▶ Alcholic Member Society

**Note: Solve these papers by yourself**  
**This VU Group is not responsible for any solved content**

*Composed & Solved*  
*Fizza Dastgir Bhatti*  
*Vu Askari Team Star*  
[www.Vuaskari.com](http://www.Vuaskari.com)

- ▶ 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

**MIDTERM EXAMINATION**  
**Spring 2009**  
**ENG301- Business Communication (Session - 3)**

**Ref No:**  
**Time: 60 min**  
**Marks: 38**

**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

**Note: Solve these papers by yourself**  
**This VU Group is not responsible for any solved content**

- ▶ 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 respect 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 qualities)
- ▶ **Vocal Qualifiers**
- ▶ Vocal Segregates
- ▶ Vocal barriers

**Question No: 8 ( 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: 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:

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

**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 behaviour
- ▶ **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**

---

<u>Message</u>		
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: 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