

MIDTERM EXAMINATION

Spring 2009

ENG201- Business and Technical English Writing (Session - 1)

SOLVED BY : GULSHAN ALI (HAFIZABAD)

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

Which one of these words is not a synonym for "business"?

- ▶ Capital
- ▶ Enterprise
- ▶ Project
- ▶ Venture

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

Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?

- ▶ Direct approach
- ▶ Indirect approach
- ▶ Persuasive approach
- ▶ Instructive approach

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

Which of the following is the process of drafting your message?

- ▶ Planning
- ▶ Composing
- ▶ **Editing**
- ▶ Revising

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

A sentence consists of two parts; one is a subject which is the second one?

- ▶ preposition
- ▶ predicate
- ▶ adjective
- ▶ adverb

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

Which of the following ensures success to message by leaving audience with a feeling of their personal welfare in mind?

- ▶ Abrupt close
- ▶ Polite close
- ▶ Courteous close
- ▶ Gradual close

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

Which question is used to ask about residential status?

- ▶ What's your address?
- ▶ Where are you from?
- ▶ Where do you belong to?
- ▶ Please sign here.

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

Which of the following should NOT be used while answering the phone?

- ▶ Ken speaking
- ▶ This is Ken
- ▶ What do you want?
- ▶ Can you hold on?

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

Which phrase is used during a presentation?

- ▶ Thanks for giving me a hand.
- ▶ Thank you very much for your time today.
- ▶ Thank you for your quick response.
- ▶ Thank you for your corporation.

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

Which phrase should be used while making a presentation?

- ▶ Please feel free to interrupt me with questions.
- ▶ Don't disturb me while I'm presenting these statistics.
- ▶ No, you're wrong. We need more staff.
- ▶ Please! No interruptions during the presentation.

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

Select the statement about the communication process that is NOT true.

- ▶ Communication is vital to every part of business.
- ▶ Your performance in business will not be judged by your communication ability.
- ▶ Performance is judged by communication ability.
- ▶ Communication takes many forms-oral, written and computer.

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

Which of the following should be essentially considered during speeches and presentations?

- ▶ Dress
- ▶ Time
- ▶ Appearance
- ▶ Microphone

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

What is the extremely important implicit goal of a business document?

- ▶ To provide information
- ▶ To establish a relationship
- ▶ To give instructions
- ▶ To persuade the reader

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

Which one is not an optional part of a letter?

- ▶ Attention line
- ▶ Subject Line
- ▶ Enclosure
- ▶ Salutation

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

Which of the following three steps are involved in planning a sales letter?

- ▶ Main idea, needs and appeals, logics
- ▶ Define the audience, emotion and logic, main idea
- ▶ Needs and appeals, chose the format, emotion and logic
- ▶ Determine the main idea, define the audience, chose the format

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

Communication can be defined as-----

- ▶ A sense of unshared understanding

JOIN NOW

- ▶ The process of attempting to drop information
- ▶ The activity of conveying information
- ▶ Replacement of something

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

Where can we apply seven C's?

- ▶ To Non verbal communication
- ▶ To Oral communication
- ▶ To Written communication
- ▶ To written and oral communication

Question No: 17 (Marks: 2)

What is the purpose of writing Professional Objectives in Resume?

Question No: 18 (Marks: 2)

How a message can achieve good organization?

Question No: 19 (Marks: 3)

Which components are included in the Front matter of a Proposal?

Question No: 20 (Marks: 5)

What are the benefits of a well organized message?

Question No: 21 (Marks: 10)

How will you establish sequence with Organizational patterns of the followings?

GOOD NEWS MEAAAGE – Bad news – Persuasive messages

- **Good-News Messages**
- **Bad-News Messages**
- **Persuasive Messages**

Hafizabad Campus