## MIDTERM EXAMINATION

Spring 2009

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

## SOLVED BY: GULSHAN ALI (HAFIZABAD)

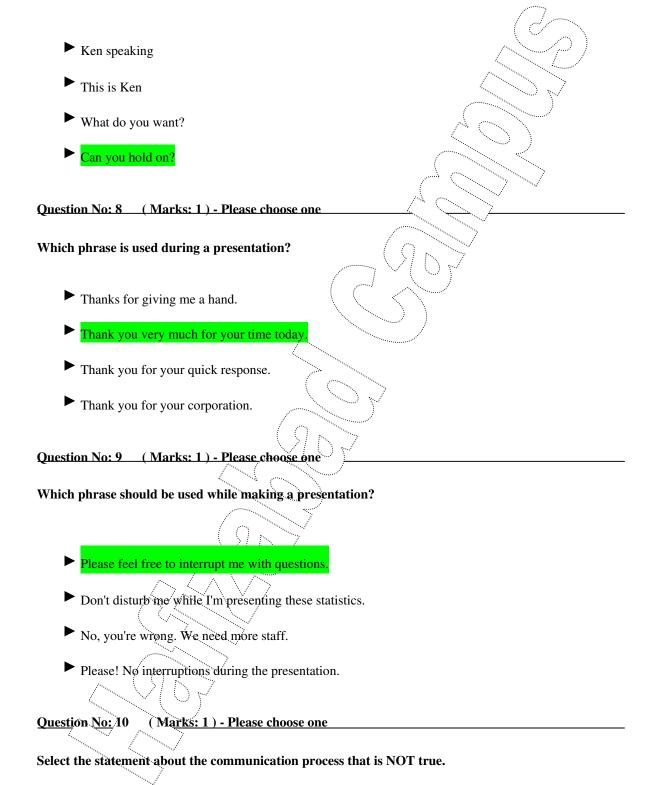
Question No: 1 (Marks: 1) - Please choose one	
Which one of these words is not a synonym for "business"	<u>"?</u>
► Capital	
► Enterprise	
▶ Project	$\times (\circ_{Y})$
▶ Venture	$\smile$ )
Question No: 2 (Marks: 1) - Please choose one	
Which of the following gives you an opportunity to get yo	nr message across to a
skeptical or hostile audience?	
₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩ ₩	
▶ Direct approach	
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 mes	ssage?
Planning	
► Composing	
<b>►</b> Editing	
, <u> </u>	
➤ Revising	

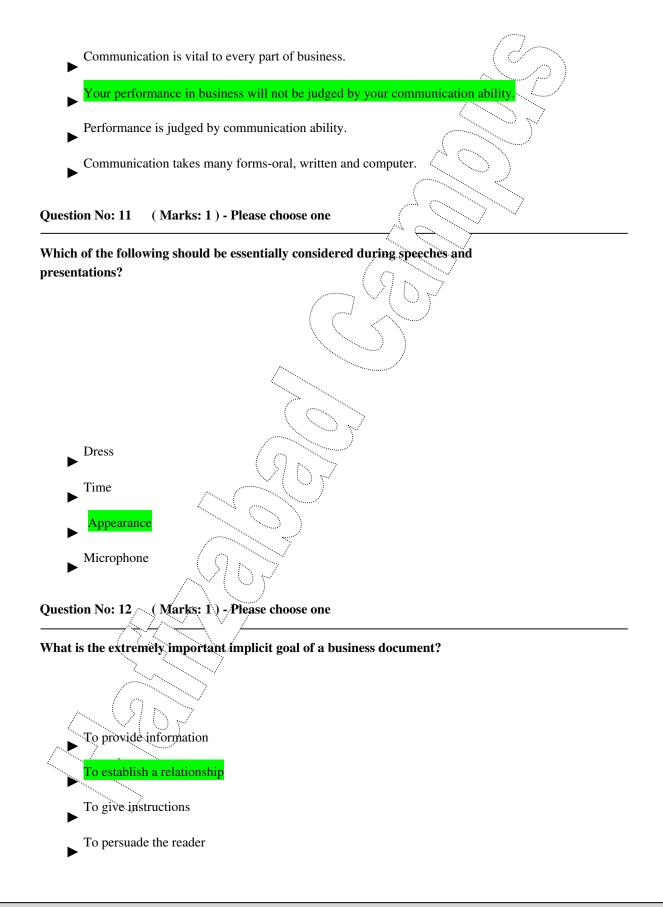
	which is the second one?
preposition	(9)
predicate	
<b>•</b>	
adjective	
. 1 1	
<b>→</b> adverb	
	~~~ V(OY
Question No: 5 (Marks: 1) - Please choose one	
Which of the following ensures success to massage	by leaving audience with a feeling
of their personal welfare in mind?	
<i>≥.</i>	
\\\.\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
► Abrupt close	
▶ Polite close	\
	1)
► Courteous close	eri
► Gradual close	
Gradual close	
- 7010r	
Question No: 6 (Marks: 1) - Please choose one	!
Which question is used to ask about residential sta	atus?
► What's your address?	
Where are you from?	
Where are you from?  Where do you belong to?	

**Question No: 4** 

( Marks: 1 ) - Please choose one

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





Which one is not an optional part of a letter?	<u> </u>
	.( <i>5</i> .)
Attention line	
Subject Line	
Enclosure	
Salutation	
Question No: 14 (Marks: 1) - Please choose one	J Y ( 9 )
	<u> </u>
Which of the following three steps are involved in plam	ning a sales letter?
	'Y
(AR)	
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	se the format
Question No: 15 (Marks: 1) - Please choose one	
Communication can be defined as	
A sense of unshared understanding	

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

► 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

