

MIDTERM EXAMINATION

Spring 2009

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

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

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

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

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

Which of the followings are like good mail order forms, although they also provide more room for explaining special needs.

- ▶ **Order letters**
- ▶ Adjustment letters
- ▶ Inquiry letters
- ▶ Deposit letters

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

Which of the following consists of four parts: a buffer, reasons supporting the negative decision, clear, diplomatic statement of the negative decision and a helpful, friendly, and positive close?

- ▶ Direct plan
- ▶ **Indirect plan**
- ▶ Business plan
- ▶ Strategic plan

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

Which of the following presents the main idea before the supporting data?

- ▶ Strategic plan
- ▶ Indirect plan
- ▶ **Direct plan**
- ▶ Business plan

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

Which of the following is best when you don't need immediate feedback, but you do need speed?

- ▶ Written message
- ▶ **Electronic message**
- ▶ Oral message
- ▶ informal message

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

Which question asks for advice?

- ▶ What would you like to know?
- ▶ What should I do with my plastic bottles?
- ▶ I'm afraid I don't know where the entrance is.
- ▶ **May I help you in any way?**

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 correct?

- ▶ When you born?
- ▶ When were you born?
- ▶ When you are born?
- ▶ When are you born?

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

Which of the following is the primary vehicle for communication within an organization?

- ▶ Letter
- ▶ Report
- ▶ Memorandum
- ▶ Proposal

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

How can you make the following statement Concise?

‘There are only four rules of our company and every employee is bound to follow these rules.’

- ▶ Four rules must be observed.
- ▶ There are four rules that must be observed.
- ▶ You must follow the rules.
- ▶ Follow the rules.

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

Biased language that might offend the audience is based on -----

- ▶ Cultural bias, gender bias
- ▶ Cultural bias, nationality bias
- ▶ Unity bias, nationality bias
- ▶ None of them

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

Which of the following is the main task of a Conventional Résumé?

- ▶ Provide functions and tasks the applicant can perform
- ▶ **Make your name and professional achievements prominent**
- ▶ Put the most important information first
- ▶ Place the name and professional objectives at the top

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

Which Three roles does an audience play?

- ▶ Decision makers, Implementers, Managers
- ▶ **Decision makers, Advisors, Implementers**
- ▶ Decision makers, Advisors, Lawyers
- ▶ Advisors, Implementers, Players

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

“An attachment notation is included to remind the reader to check additional pages of information. This is typed single or double space below the reference initials.”

Match the above statement with one of the followings:

- ▶ Copy Notation
- ▶ Enclosure(s)
- ▶ Attention line
- ▶ Postscript

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

Communication can be defined as-----

- ▶ A sense of unshared understanding
- ▶ The process of attempting to drop information
- ▶ The activity of conveying information
- ▶ Replacement of something

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

What is meant by the term 'Connotative'?

- ▶ It refers to the literal meaning of words.
- ▶ It refers to the associations that are connected to a certain word.
- ▶ It refers to general meaning of words.
- ▶ It refers to cognitive meaning of words.

Question No: 17 (Marks: 2)

What is oral communication?

Question No: 18 (Marks: 2)

What is a bad news message?

Question No: 19 (Marks: 3)

What is Clarity and how it can be achieved?

Question No: 20 (Marks: 5)

Explain the terms Extempore and Impromptu?

Question No: 21 (Marks: 10)

What are the major sections of Proposals and Recommendation reports? Give details.