

MIDTERM EXAMINATION
Spring 2009
ENG201- Business and Technical English Writing (Session - 2)

Ref No: 460979

Time: 60 min

Marks: 38

Midterm Solved Paper by
Gulshan Ali & Ejaz Hussain
(Hafizabad)

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

What is meant by the term 'Denotative'?

- ▶ **It refers to the literal meaning of a word.**
- ▶ It refers to the surface meaning of the word.
- ▶ It refers to cognitive meaning of words.
- ▶ It refers simple meaning of words.

Question No: 2 (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: 3 (Marks: 1) - Please choose one

How the credibility of the communicator can be systematically analyzed?

- ▶ Through written communication
- ▶ **Through communication probe**
- ▶ Through oral communication
- ▶ Through non verbal communication

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

While writing persuasive messages which four things should be kept in mind about your audience?

- ▶ Main idea, consideration, needs and appeals, logic
- ▶ Semantics, emotion and logics, clarity, consideration
- ▶ **Needs and appeals, emotion and logic, credibility, semantics**
- ▶ Credibility, logics, main idea, emotion

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

To whom usually good will letters are written?

▶ **Customer**

- ▶ Manager
- ▶ Director
- ▶ Chairman

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

Which type of letter not only conveys information, but also establishes a contractual relationship between you and the organization or person offering you the position?

- ▶ Job application letter
- ▶ **Acceptance letter**
- ▶ Inquiry letter
- ▶ Transmittal letter

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

Why do Experts read technical and scientific documents?

- ▶ To maintain and expand their own general expertise
- ▶ To obtain specific answers to their own research and writing
- ▶ To evaluate a document's technical or scientific content.
- ▶ **All of the above**

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

What is the emphasis of a Functional resume?

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

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

How many steps are essential for successful oral statement?

- ▶ Five
- ▶ Six
- ▶ **Seven**
- ▶ Eight

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

Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?

- ▶ Denotation
- ▶ Connotation

▶ **Implementation**

- ▶ Abstraction

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

Which of the following is used as brief, informal reports within an organization?

- ▶ Letter
- ▶ **Memo**
- ▶ Proposal
- ▶ Report

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

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

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

Question No: 13 (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: 14 (Marks: 1) - Please choose one

Which phrase is correct?

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

Question No: 15 (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: 16 (Marks: 1) - Please choose one

Which of the following suggests the following statement?

"First group the ideas and then put them in sequence."

- ▶ Revising a message
- ▶ Editing a message
- ▶ **Organizing a message**
- ▶ Planning a message

Question No: 17 (Marks: 2)

What are the basic strategies for writing bad-News Messages?

A bad news message organized on the direct plan would start with a clear statement of the bad news, proceed to the reasons for the decision, and end with a courteous close.

• Stating the bad news at the beginning has two potential advantages:

- It makes a shorter message possible
- The audience needs less time to reach the main idea of the message, the bad news itself.

Question No: 18 (Marks: 2)

Define the term 'Stylistic Accuracy'.

Question No: 19 (Marks: 3)

What are the elements of business letters?

• Business letters are commonly either full-block formatted, with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block formatted, with the heading and the closing aligned at the center of the page.

Elements of a Letter:

- Business letters have the following elements:
- Heading
- Date
- Recipient's address
- Salutation
- Body
- Closing
- End notations

Question No: 20 (Marks: 5)

Describe briefly 'structural, stylistic and contextual clarity.

Question No: 21 (Marks: 10)

A customer had purchased a costly watch from your store. He returned it after a month complaining that it had developed a defect. He claimed repairs under your six- month guarantee. He did not tell you that he had dropped it accidentally. Write him a letter of adjustment saying that he would be charged for repairs and service because your guarantee did not cover accidental breakage.

Dear fellows!

Green highlighted options are correct, however, there is doubt in yellow highlighted answers.

We have solved this paper by our best knowledge. If you found any error in answers you may contact us.

gulshanvu@yahoo.com

mc090405812@vu.edu.pk