

**MIDTERM EXAMINATION**  
**Spring 2009**  
**ENG201- Business and Technical English Writing (Session - 4)**

**Time: 60 min**  
**Marks: 38**

**Midterm Solved Paper by**  
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**Question No: 1 ( Marks: 1 ) - Please choose one**

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A letter or report to a customer from an employer belongs to which kind of communication?

- ▶ **official communication**
- ▶ Officer Communication
- ▶ Administrator communication
- ▶ Manager Communication

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

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Which of the following aims at gathering specific information?

- ▶ Letter of claim
- ▶ Letter of request
- ▶ **Letter of inquiry**
- ▶ Letter of information

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

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Which of the following is best when you want immediate feedback?

- ▶ **Oral medium**
- ▶ Written medium
- ▶ Electronic medium
- ▶ All of the above

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

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Which phrase is correct?

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

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

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Which is farthest in the past?

- ▶ couple of days

- ▶ last week
- ▶ a day before yesterday
- ▶ **a month ago**

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

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**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: 7 ( Marks: 1 ) - Please choose one**

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**Which of the followings are included in Functional words?**

- ▶ Conjunctions, prepositions, nouns, pronouns
- ▶ Conjunctions, prepositions, articles, pronouns
- ▶ **Conjunctions, prepositions, articles, adjectives**
- ▶ Conjunctions, interjections, articles, pronouns

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

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**Which of the following is achieved through a balance between precise language and familiar language?**

- ▶ **Clarity**
- ▶ Correctness
- ▶ Concreteness
- ▶ Conciseness

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

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**Letters are usually just one page and consist of three sections -----**

- ▶ Salutation, subject matter, references
- ▶ Front matter, summary, conclusion
- ▶ Body, references, end matter
- ▶ **Front matter, body, end matter**

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

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**Which of the following is used in a letter to emphasize a point or to include a brief personal message?**

- ▶ **Foot notes**
- ▶ Post script

- ▶ End notes
- ▶ All of the above

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

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

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

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

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**Which of the followings use Salutations?**

- ▶ Memorandums
- ▶ **Letters**
- ▶ Informal speech
- ▶ Proposals

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

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**What strategies should be opted for writing to Technicians?**

- ▶ Keep introductions and background information brief
- ▶ **Make information accessible**
- ▶ Provide short definitions or explanations of any unfamiliar term
- ▶ All of the above

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

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**Claim letter is also called:**

- ▶ Transmittal letter
- ▶ Credit refusing letter
- ▶ Adjustment letter
- ▶ **Complaint letter**

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

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**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: 16 ( Marks: 1 ) - Please choose one**

Which of the following can be defined as follows.

“It is not merely politeness with mechanical insertion of ‘please’ and ‘thank you’, rather it is politeness that grows out of respect and concern for others.”

▶ Clarity

▶ **Courtesy**

▶ Consideration

▶ Credibility

**Question No: 17 ( Marks: 2 )**

What do you know about ‘Phantom Readers’?

**Question No: 18 ( Marks: 2 )**

Which factors should be kept in mind while editing the message?

**Question No: 19 ( Marks: 3 )**

Which characteristics are most important part of Correctness?

**Question No: 20 ( Marks: 5 )**

Which characteristics ensure ‘Completeness’ to a document?

**Question No: 21 ( Marks: 10 )**

Describe and explain any FIVE characteristics of Conciseness.

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.

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