

**FINALTERM EXAMINATION**  
**Spring 2009**  
**ENG301- Business Communication (Session - 3)**  
Solved by (vuZs Solution Team)  
Tariq Mahmood  
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**Question No: 1 ( Marks: 1 ) - Please choose one**

As good-news plan is similar to direct-request plan, so is persuasive plan to-----  
----- plan.

- ▶ Good news
- ▶ **Bad news**
- ▶ Pleasant news
- ▶ Moderate news

Ref: [Basic Organizational Plans](#)

As good-news plan is similar to direct-request plan, so is persuasive plan to bad-news plan.

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

Unsolicited letters are written on ADIA plan which is ----- step approach.

- ▶ Five
- ▶ Two
- ▶ **Four**
- ▶ One

Ref: One way to organize persuasive messages is the AIDA plan, which is of four stages:

1. Attention 2. Interest 3. Desire 4. Action

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

In circular letters personal interest is created by using the word -----.

- ▶ **You**
- ▶ Our customers
- ▶ Everybody
- ▶ Dear customers

Ref: Make the letter as personal as possible by addressing each letter to a particularly person, by name if you know it. Use dear Mr. Atif Faheem instead of Dear Reader, Dear Subscriber or Dear Customer instead of Dear Sir or Madam. Never use the plural form for the salutation – remember, one recipient will read each individual letter. Create the impression of personal interest by using you, never our customers, all customers, our clients, everyone.

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

----- is a group of people who are appointed to solve a specific problem.

- ▶ A standing committee
- ▶ A committee
- ▶ **A task force**
- ▶ A help desk

Ref: A task force is a group of people who are appointed to solve a specific problem; when they make their recommendation on the 'task' assigned to them, the task force is disbanded.

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

A -----is a cross between interoffice memo and a formal report.

- ▶ **Memo report**
- ▶ Analytical memo report
- ▶ informational memorandum report
- ▶ feasibility report

Ref: [Types of Reports](#)

A memo report is a cross between interoffice memo and a formal report

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

-----are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

- ▶ **Periodic reports**
- ▶ Formal reports
- ▶ Progress reports
- ▶ Conference reports

Ref: [Periodic Reports](#)

They are routine reports prepared at regular time interval-daily, weekly, monthly quarterly or annually.

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

----- reports are usually short messages with natural, casual use of language.

- ▶ Conference
- ▶ Periodic
- ▶ **Informal**
- ▶ Formal

Ref: [Informal reports](#) are usually short messages with natural, casual use of language. The internal memorandum generally can be described as an informal report.

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

Letter reports are of ----- types:

- ▶ four
- ▶ **two**

- ▶ three
- ▶ five

Ref: **Letter reports are of two types:**

1. Informational Letter Reports
2. Analytical Letter Reports

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

Which approach is the most common way to organize a resume?

- ▶ Functional
- ▶ **Chronological**
- ▶ Analytical
- ▶ Job oriented

Ref: The chronological approach is the most common way to organize a resume, and many employers prefer it.

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

Personal space varies according to:

- ▶ Situation
- ▶ **Culture, status**
- ▶ Medium
- ▶ Channel

Ref: Personal space varies according to:

- Gender
- Status
- Roles
- Culture

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

Which type of interview is less formal and unstructured?

- ▶ Situational Interview
- ▶ Structured Interview
- ▶ **Opening-ended interview**
- ▶ Casual interview

Ref: Opening-ended interview is less formal and unstructured. In an open-ended interview, the recruiter encourages the candidate to speak freely.

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

BATNA stands for :

- ▶ Better acknowledged to narrative agreement.
- ▶ Best approach to a non related assignment.
- ▶ **Best alternative to a negotiated agreement**
- ▶ Best approach to a narrative agreement

Ref: **BATNA** stands for the 'best alternative to a negotiated agreement.' If the

person you are negotiating with is your manager or supervisor you may have WATNA.

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

----- is a negotiation method that involves people cooperating to produce a solution satisfactory to both parties.

- ▶ **Collaboration**
- ▶ Competition
- ▶ Compromise
- ▶ Cooperation

Ref: **Collaboration** involves people cooperating to produce a solution satisfactory to both parties (win-win). It improves personal relationships and allow the exploration of new ideas. Permanent solutions and commitment to them can be achieved this way. On the other hand, it is time-consuming and demands good negotiating skills on each side.

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

Which is an active process of receiving aural stimulus?

- ▶ **Listening**
- ▶ Thinking
- ▶ Talking
- ▶ Silence

Ref: Listening is an active process of receiving aural stimulus. Listening is an active rather than a passive process.

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

Proposal should be written in a :

- ▶ **Future tense**
- ▶ Past tense
- ▶ Present tense
- ▶ Present continuous

Ref: Of course, it should be written in a future tense since it is a proposal. To turn a good proposal into the first three chapters of the dissertation consists of changing the tense from future tense to past tense (from "This is what I would like to do" to "This is what I did") and making any changes based on the way you actually carried out the research when compared to how you proposed to do it.

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

Evaluation studies are usually described as either----- or summative.

- ▶ **Formative**

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- ▶ Informative
- ▶ Experimental
- ▶ Analytical

Ref: Evaluation studies are usually described as either formative or summative. Formative studies are made while a new program or product is being developed; summative studies, when it has been completed.

**Question No: 17 ( Marks: 1 ) - Please choose one**

A person has to follow three steps for an oral presentation which are: 1. Planning your presentation, 2. ----- your presentation, 3. Completing your presentation.

- ▶ Learning
- ▶ Speaking
- ▶ **Writing**
- ▶ Listening

Ref: The Three Step Oral Presentation Process

Regardless of your job or the purpose of your presentation, you will be more effective if you adopt an oral presentation process that follows these three steps:

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

**Question No: 18 ( Marks: 1 ) - Please choose one**

While delivering an oral presentation to large groups, a person should use what kind of style?

- ▶ Casual
- ▶ Informal
- ▶ **Formal**
- ▶ Interpersonal

Ref: Decide on an Appropriate Style

- Use a casual style for small groups; use a formal style for large groups and important events.
- In both formal and informal presentations, keep things simple.

**Question No: 19 ( Marks: 1 ) - Please choose one**

What is a delivery method of oral presentation in which speech is made without any preparation or made on the spur of the moment?

- ▶ Extemporaneous
- ▶ **Impromptu**
- ▶ Reading
- ▶ Writing

Ref: **Impromptu**

It means a speech made without any preparation or made on the spur of the moment. In so many situations you are asked to make a speech or offer your comments, when you're asked to speak "off the cuff", take a moment or two to think through what you're going to say. Avoid the temptation to beat about the

bush.

**Question No: 20 ( Marks: 1 ) - Please choose one**

APA style requires authors to use past tense or -----when using signal phrases to describe earlier research.

- ▶ **Present perfect tense**
- ▶ Past perfect tense
- ▶ Future perfect tense
- ▶ Only continuous tense

Ref: Note: APA style requires authors to use the past tense or present perfect tense when using signal phrases to describe earlier research. E.g., Jones (1998) found or Jones (1998) has found.

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**Question No: 21 ( Marks: 1 ) - Please choose one**

It means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity.

Match this statement with one of the following concepts:

- ▶ **Globalization**
- ▶ Marketing
- ▶ Communication
- ▶ Americanism

Ref: Globalization means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries.

**Question No: 22 ( Marks: 1 ) - Please choose one**

Which one is the aspect of life styles of the country?

- ▶ Position of the family
- ▶ Social and economic levels
- ▶ Business hours
- ▶ **All the above**

Ref: Life styles of the Country

- § Position of the family
- § Social and economic levels
- § Business hours
- § Food

**Question No: 23 ( Marks: 1 ) - Please choose one**

All seven C's can be applied to:

- ▶ Oral communication

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- ▶ Written and non verbal communication
- ▶ Oral and verbal communication
- ▶ **Effective business communication**

Ref: Communication is an important part of our world today. The ability to communicate effectively with others is considered a prized quality of the successful business people. To communicate easily and effectively with your readers, you should apply the following Seven 'C' principles:

1. Clarity
2. Conciseness
3. Consideration
4. Concreteness
5. Correctness
6. Courtesy
7. Completeness

**Question No: 24 ( Marks: 1 ) - Please choose one**

The form of communication used most of the time for written messages to persons inside your organization is called:

- ▶ **Memorandum**
- ▶ Business letter
- ▶ Pamphlet
- ▶ Adjustment letter

Ref: When you wish to write to someone within your own company, you will send a memorandum. Memos are used to communicate with other employees, may be located – whether in the same office, in the same building, or in a branch office many miles away.

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**Question No: 25 ( Marks: 1 ) - Please choose one**

How unnecessary repetition should be treated for successful business message?

- ▶ adopted
- ▶ **avoided**
- ▶ adapted
- ▶ submitted

Ref: Avoid unnecessary repetition.

- Avoid repetition by using pronouns, short names or acronyms, etc.
- Stick to the purpose of the message.
- Writing concisely means using only necessary, meaningful words.

**Question No: 26 ( Marks: 1 ) - Please choose one**

Claim letter is also called:

- ▶ Complaint letter

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- ▶ **Adjustment letter**
- ▶ Credit refusing letter
- ▶ Collection letter

Ref: An adjustment letter is the reply to a complaint (called a claim letter). In general, the best attitude is to give the customer the benefit of the doubt.

**Question No: 27 ( Marks: 1 ) - Please choose one**

Complaint letter should be called-----.

- ▶ Persuasive letter
- ▶ **Claim letter**
- ▶ Inquiry letter
- ▶ Sales letter

Ref: An adjustment letter is the reply to a complaint (called a claim letter). In general, the best attitude is to give the customer the benefit of the doubt.

**Question No: 28 ( Marks: 1 ) - Please choose one**

In letter refusing adjustment, the point of view of a reader should be-----.

- ▶ opposed
- ▶ ignored
- ▶ **supported**
- ▶ refused

**Question No: 29 ( Marks: 1 ) - Please choose one**

Collection letter should be written with the assumption that most people will:

- ▶ **Pay**
- ▶ Not pay
- ▶ Delay
- ▶ Ignore

Ref: The writer of a collection letter wants to get the money owed and maintain goodwill.

**Question No: 30 ( Marks: 1 ) - Please choose one**

While drafting a letter which thing should we ignore?

- ▶ Be Specific.
- ▶ Avoid general objectives.
- ▶ Be as clear as possible about the kind of opportunity and industry you're looking for.
- ▶ **We can talk in a difficult language**

Ref: Include nothing in your cover letter that already appears in your resume.

• Keep your letter straightforward, fact-based, short, upbeat, and professional. (drafting cover letter)

- Be Specific.
- Avoid general objectives.
- Be as clear as possible about the kind of opportunity and industry you're looking



for.

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**Question No: 31 ( Marks: 2 )**

What is case study research?

**Question No: 32 ( Marks: 2 )**

What today's employer do seek in job applicants?

**Question No: 33 ( Marks: 2 )**

What is the purpose of memo?

**Question No: 34 ( Marks: 3 )**

How do we write short quotations in a thesis paper?

**Question No: 35 ( Marks: 3 )**

Why is it important to analyze your purpose and audience in resume writing?

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**Question No: 36 ( Marks: 3 )**

Write a note on the tone of a memorandum.

**Question No: 37 ( Marks: 5 )**

Write a note on five types of work place powers.

**Question No: 38 ( Marks: 5 )**

Write a note on chronological resume.

**Question No: 39 ( Marks: 10 )**

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