

**FINALTERM EXAMINATION**  
**Fall 2008**  
**ENG301- Business Communication (Session - 3)**  
Solved by vuZs Solution Team  
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**Question No: 1 (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**

The purpose of your resume is to get employers interested enough to contact you for an interview. The purpose of your application letter is to get employers interested enough to read your resume.

- Learn something about the organization you're applying to;
- Then focus on your audience;
- Imagine yourself in the recruiter's situation, and
- Show how your background and talents will solve a particular problem or
- Fill a specific need the company has. During your research, find out the name, title of the person to contact.
- So respect your reader's time,
- 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

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

It means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. For this purpose, denotative words will be used instead of connotative words.

Match this statement with one of the following principles of communication:

- ▶ Clarity
- ▶ Conciseness
- ▶ Consideration
- ▶ **Concreteness**

**Concreteness**

- Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. To achieve concreteness, denotative words will be used instead of connotative words. By using concrete facts and figures, you can

make your reader know exactly what is required or desired. Concrete messages are more richly textured. They avoid vagueness.

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

If you are citing a work done by three to five authors what will be the proper way to refer them?

- ▶ **Kernis, Cornell, Sun, Berry & Harlow, 1993**
- ▶ Kernis, Cornell, and Sun, and Berry, & Harlow 1993
- ▶ Kernis and Cornell, Sun, Berry, & Harlow, 1993
- ▶ Kernis and Cornel, Sun and Berry and Harlow 1993

**A Work by Three to Five Authors:** List all the authors in the signal phrase or in parentheses the first time you cite the source.

(Kernis, Cornell, Sun, Berry, & Harlow, 1993)

In subsequent citations, only use the first author's last name followed by "et al." in the signal phrase or in parentheses.

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

The speaker makes a presentation with the help of an outline, note cards, or visual aids in which method of delivery?

- ▶ Memorization
- ▶ Reading
- ▶ **Extemporaneous**
- ▶ Writing

**Extemporaneous**

This method of delivery is very carefully planned and practiced. In it, the speaker makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone.

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

How many main delivery methods of an oral presentation are used?

- ▶ Three
- ▶ **Four**
- ▶ Two
- ▶ Five

The effectiveness of your presentation largely depends on how it is delivered. There are four main delivery methods, you can choose according to need and situation.

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

If a study uses language such as naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities, it has used a -----.

- ▶ Formal perspective
- ▶ **Qualitative perspective**
- ▶ Informal perspective

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► Quantitative perspective

A qualitative perspective emphasizes a phenomenological view in which reality inheres in the perceptions of individuals. Studies deriving from this perspective focus on meaning and understanding, and take place in naturally occurring situations (McMillan, 1996). If a study uses language such as the following, it probably has used a qualitative perspective: naturalistic, field study, case study, context, situational, constructivism, meaning, multiple realities.

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

A thesis -----is a sentence that clearly and concisely indicates the subject of your paper and the main points you will discuss.

- Question
- **Statement**
- Conclusion
- Quote

The thesis statement is usually considered the most important sentence and the main point of your essay/ report or research paper because it outlines the central purpose of your essay. A thesis statement is one of the greatest unifying aspects of a paper. It should act as mortar, holding together the various bricks of a paper, summarizing the main point of the paper "in a nutshell" and heralds the development of the paper. A thesis statement is what you'll PROVE, it is the ARGUMENT. If is the SCOPE, it is the MAIN IDEA and the PURPOSE of your paper and that you intend to develop, prove, defend or explore with evidence and therefore has an argumentative or informational edge and must not state the obvious. A thesis statement is a sentence that clearly and concisely indicates the Subject of your paper, the main points you will discuss, and the order in which you will discuss them.

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

There are----- major research perspectives.

- **Two**
- Three
- Four
- Five

**Research Perspectives**

Quantitative and Qualitative Perspectives

A research perspective, as used here, is a general view and use of research approaches and methods. There are two major perspectives: quantitative and qualitative.

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

Proposal should be written in a :

- **Future tense.**
- Past tense
- Present tense

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- ▶ Present continuous

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. Often the intentions we state in our proposal turn out different in reality and we then have to make appropriate editorial changes to move it from proposal to dissertation.

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

Which is an active process of receiving aural stimulus?

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

What is exactly listening?

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

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

In which negotiation method both parties are dissatisfied?

- ▶ **Withdrawal**
- ▶ Accommodation
- ▶ Competition
- ▶ Cooperation

Withdrawal (avoidance) is a negotiation method that makes both parties lose, because one party retracts their point of view or backs away from the situation. Such dissatisfaction may lead to conflict in the future.

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

-----is exerted by someone who can influence and manipulate behaviour.

- ▶ Consultative power
- ▶ Expertise power
- ▶ **Reward power**
- ▶ Legitimate power

Reward power is exerted by someone who has control over resource desire by others. Such as person can influence and manipulate behaviour.

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

-----is a process in which two or more parties try to resolve differences, solve problems and reach agreement.

- ▶ **Negotiation**
- ▶ Communication
- ▶ Consultation
- ▶ Discussion

Negotiation is a process in which two or more parties try to resolve differences, solve problems and reach agreement. Good negotiation meets at as many interests as possible with an agreement that is durable.

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

While communicating, when you are aware not only of the perspective of others but also their feelings, you are applying which principle of communication:

- ▶ **Courtesy**
- ▶ Concreteness
- ▶ Completeness
- ▶ Conciseness

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

The resume should be relevant, to the point and which quality is missing?

- ▶ Too long
- ▶ Repetitious
- ▶ **Concise**
- ▶ Complex

The “perfect” resume responds to the reader’s needs and preferences and avoids some common faults. Too long: The resume is not concise, relevant, and to the point.

To short or sketchy.

The resume does not give enough information for a proper evaluation of the application.

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

The purpose of a ----- is to convey essential information in an organized and useful format.

- ▶ **business report**
- ▶ progress report
- ▶ informal report.

The purpose of a business report is to convey essential information in an organized, useful format. And despite technological advances, the ability to accumulate data, organize facts, and compose a readable text remains a highly marketable skill.

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

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

- ▶ Formal reports
- ▶ Short reports
- ▶ Progress report
- ▶ **Informal reports**

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

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Which writing style characterizes memos?

- ▶ Informal
- ▶ Formal
- ▶ Impersonal tone
- ▶ Neutral

### **Tone of Memorandums**

In most companies and organization, memorandums are written in the first person, just as business letters are. Informal writing style characterizes the memos. The tone of the memo is influenced by the position held by the writer in relation to that held by the receiver. Also, the topic under consideration plays an important part in determining tone. Obviously a person writing to a company official to report the results of a financial audit will be more formal than a person writing a co-worker about some routine matter.

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

Memorandum is used to:

- ▶ Inform someone not related to your company.
- ▶ **Communicate to someone within your own company.**
- ▶ Communicate to other company.
- ▶ Communicate to the general public

### **Purpose of Memo**

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

Sales letters start with:

- ▶ An easy and effective way
- ▶ **An attention-getting device**
- ▶ Interesting news
- ▶ Buffer

**Getting Attention:** Sales letters start with an attention-getting device. Professionals use some common techniques to attract audience attention.

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

Collection letter are usually written in:

- ▶ Line
- ▶ **Series**
- ▶ Serial
- ▶ Steps

**Collection Letter Series:** Collection letters are usually sent in a series. The first is mildest and most understanding, with the letters getting gradually more insistent.

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

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

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

Right attitude for successful collections

- Any emotional reaction on the part of the debtor may reduce the chances of recovery.
- Successful collection depends to on the following factors
- Understanding of Human Nature
- Knowledge of collection policies and laws
- Using persuasive / positive appeals effectively

i) Appeal to fairness & justice

ii) Appeal to pride

iii) Appeal to Goodwill

iv) Appeal to sympathy

Begin with assumption that most people will pay

- Give no impression that you doubt the honesty of the debtor
- Use a courteous, reasonable tone but become firmer
- And more demanding during the later stages of the series

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

A claim is written to-----the company of the problem.

- ▶ **inform**
- ▶ complaint against
- ▶ make claim
- ▶ refuse

A claim is written to inform the company of the problem and suggest a fair compensation. No matter how annoying the nature of the problem, how great the inconvenience, the purpose of a claim is NOT to express anger, but to get results.

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

Research Proposal is one kind of proposal and other one is:

- ▶ Solicited proposal
- ▶ Unsolicited proposal
- ▶ **Business Proposal**
- ▶ Marketing Proposal

**Kinds of Proposal**

- Research Proposal
- Business Proposal

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

What are the basic divisions of a formal report other than prefatory and supplementary parts?

- ▶ Written parts
- ▶ **Text parts**
- ▶ Oral parts
- ▶ Added parts

**Parts of a Formal Report:** A formal reports manuscript format and impersonal tone convey an impression of professionalism. A format report can be either short (fewer than 10 pages) or long (10 pages or more). It is informational or analytical, direct or indirect. It may be targeted to readers inside or outside the organization.

There are three basic divisions of a formal report:

1. Prefatory Parts
2. Text Parts
3. Supplementary Parts

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

----- type of flow takes place between peers in organizations in order to solve problems.

- ▶ **Horizontal**
- ▶ Downward
- ▶ Upward
- ▶ Circular

### **Horizontal Flow**

Horizontal flow takes place between peers in organizations in order to solve problems, perform job duties, prepare for meetings, and cooperate on important projects. So you can imagine that people spend time on listening to and making requests, writing notes and memos, and discussing and writing about projects. And they do it through communication.

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

In a request letter, which tone should be opted?

- ▶ **Courteous**
- ▶ Demanding
- ▶ Apologetic
- ▶ Nervous

**Guidelines:** 1. Use common courtesy in your request – ask rather than demand  
2. Include all the information the recipients will need in order to give you maximum help, but don't waste the readers' time with irrelevant details.

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

Communication is a process of transmitting and receiving \_\_\_\_\_ message.

- ▶ **Verbal and non verbal**
- ▶ Verbal and oral

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- ▶ Written and oral
- ▶ Written and non verbal

Communication is a process of transmitting and receiving verbal and nonverbal message. Communication is considered effective when it achieves the desired reaction or response from the receiver. Simply stated, communication is a two-way process of exchanging ideas or information.

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

In letter writing, the format in which all essential parts are started from the left hand margin along with open punctuation is known as:

- ▶ The semi block
- ▶ **Full block**
- ▶ Modified block
- ▶ Long block

**Full Block:** This format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

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

----- is the process of drafting your message.

- ▶ **Composing**
- ▶ Editing
- ▶ Revising
- ▶ Reviewing

Composing the Messages: You have gone through the planning steps. You are ready to compose. Composing is the process of drafting your message. Your first draft is a bit difficult to write. But at least you have brought the most important information on paper.

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

What today's employer doing seek in job applicants?

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

What is case study research?

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

Briefly describe a claim letter.

Claim letter is written by customer to the company when the customer is not satisfied from the product or there is some problem in the product. So he writes a claim letter which complains against the company about the problem.

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

Write format of a functional resume.

**Personal Details**

**Address and Phone no.**

**Objective**

**Skills and capabilities**

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**Education**

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

Which guidelines should be followed while searching for a subject topic of a thesis?

The following guidelines should be followed for searching a subject topic.

Understand the distinction between the subject and a topic that can help you to plan your research paper effectively.

Within a broader research subject decide about the topic that is more focused and worth an investigation.

Consider your subject or topic and answer the questions who, what, when, where, why, and how.

Draw a short and possible list of topics and settle for the one that interests you and is worth investigating.

Explore your own understanding of the topic, as there's always a temptation to select a topic before a thorough ground work, resist the temptation.

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

Which points should keep in mind about right attitude for successful collection?

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

Write a note on minutes of formal meetings.

In minutes of formal meeting only motions, resolutions, committee assignments and reports are included. Usually the minutes are signed by the person who took them and sometimes by the presiding officer as well. Minutes are usually duplicated, and copies are sent to each person present at the meeting and to other designated officials.

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

Write a note on literature review and methodology in thesis writing.

The literature review discusses all of the research that has been done on the subject. Methodology is a process for making research which describes how data collection will be used. Methodology may be flow charts which summarizes the way in which the various processes involve in the project research.

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

While writing and presenting your Thesis or Dissertation, you go through many stages, elaborate briefly.

**Question No: 40 ( Marks: 10 )**

Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year?

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