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## MIDTERM EXAMINATION FALL 2007 Marks: 30 ENG301 - BUSINESS COMMUNICATION (Session - 6 ) Time: 120min StudentID/LoginID: Student Name: Center Name/Code: Exam Date: Saturday, November 24, 2007

Please read the following instructions carefully before attempting the paper:

- 1. Attempt all questions. Marks are written adjacent to each question.
- 2. Do not ask any question about the contents of this examination from anyone.
  - a. If you think that there is something wrong with any of the questions, attempt

it to the best of your understanding.

b. If you believe that some essential piece of information is missing, make an

appropriate assumption and use it to solve the problem.

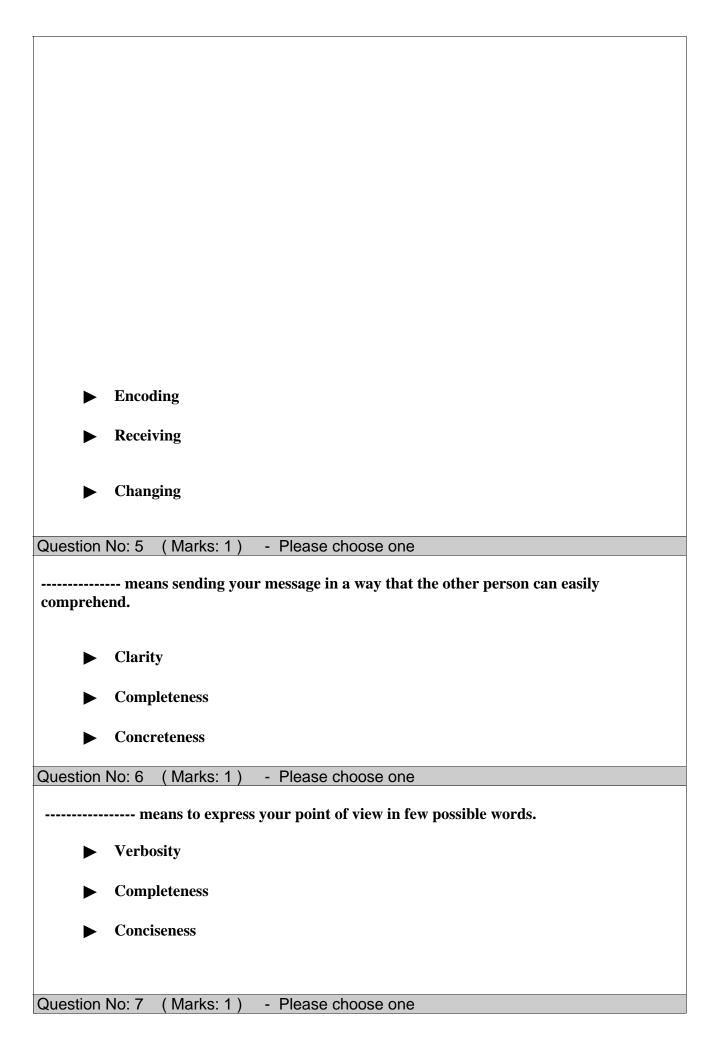
- c. Write all steps; missing steps may lead to deduction of marks.
- d. Mistakes in spelling, punctuation and grammar may be penalized.

\*\*WARNING: Please note that Virtual University takes serious note of unfair means. Anyone found involved in cheating will get `F` grade in this course.

				For Te	eacher's	s use or	nly			
Question	1	2	3	4	5	6	7	8	9	Total
Marks										

Question No: 1 (Marks: 10)

What is effective communication? Write down benefits of effective communication.
Question No: 2 (Marks: 6)
How body language, time and space communicate in non-verbal communication.
Question No: 3 (Marks: 8)
There are various formats of writing a letter which are being used in different organizations. According to your point of view, which is the most preferable format nowadays. Explain it through example.
Question No: 4 (Marks: 1) - Please choose one
Communication is a process of sending and messages.



Reference section includes information about:
<b>▶</b> Director
<b>▶</b> Manager
<b>▶</b> Composer
Question No: 8 (Marks: 1) - Please choose one
In a letter shows where the letter comes from.
► Heading
<b>▶</b> PostScript
► Subject line
Question No: 9 (Marks: 1) - Please choose one
Cassisi No. 6 (Mainer I)
A business letter is when it contains all necessary information.
<b>▶</b> Concise
<b>▶</b> Complete
► Ambiguous