

	<b>MIDTERM EXAMINATION</b> FALL 2007 ENG301 - BUSINESS COMMUNICATION (Session - 6 )	Marks: 30 Time: 120min
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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 Teacher's use only										
Question Marks	1	2	3	4	5	6	7	8	9	Total

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.**

- ▶ **Encoding**
- ▶ **Receiving**
- ▶ **Changing**

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

----- means sending your message in a way that the other person can easily comprehend.

- ▶ **Clarity**
- ▶ **Completeness**
- ▶ **Concreteness**

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

----- means to express your point of view in few possible words.

- ▶ **Verbosity**
- ▶ **Completeness**
- ▶ **Conciseness**

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

**Reference section includes information about:**

- ▶ **Director**
- ▶ **Manager**
- ▶ **Composer**

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

**In a letter----- shows where the letter comes from.**

- ▶ **Heading**
- ▶ **PostScript**
- ▶ **Subject line**

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

**A business letter is----- when it contains all necessary information.**

- ▶ **Concise**
- ▶ **Complete**
- ▶ **Ambiguous**