

	MIDTERM EXAMINATION SPRING 2007 ENG301 - BUSINESS COMMUNICATION (Session - 3)	Marks: 35 Time: 60min
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StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Friday, April 27, 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 an `F` grade in this course.**

For Teacher's use only										
Question	1	2	3	4	5	6	7	8	9	Total
Marks										

Question No: 1 (Marks: 5)

What are the three most important qualities needed for the promotion of an executive?

Question No: 2 (Marks: 12)

In what ways do organizations transmit information internally and externally? Why is this transmission so important? Give sound reasons.

Question No: 3 (Marks: 12)

Write a letter for meeting with the executive of a company to discuss about a new fax machine. Also mention to make a phone call to confirm the final meeting. Be specific and precise in your letter.

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

The barrier in communication due to the difference of sensory perception is

- ▶ **emotional barrier**
- ▶ **psychological barrier**
- ▶ **physical barrier**

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

"You can't come without a ticket". It clearly means:

- ▶ **You can come if you have a ticket.**
- ▶ **You mustn't go with a ticket.**
- ▶ **You don't need a ticket to come.**

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

When resistance to the message is expected then ----- approach is used.

- ▶ **indirect or inductive**
- ▶ **direct or deductive**
- ▶ **both of the above**

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

While planning a message which of the following is important:

- ▶ **Interest**
- ▶ **Culture**
- ▶ **All of the above**

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

----- nonverbal communication is a behavior that is common to humankind.

- ▶ **Personal**
- ▶ **Universal**
- ▶ **Cultural**

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

If your message is specific, definite and vivid, you are applying which of the following principle:

- ▶ **conciseness**
- ▶ **concreteness**
- ▶ **consideration**