

**FINAL TERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 1)**  
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vuZs Team  
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**Time: 90 min**  
**Marks: 55**

**Question No: 1 ( Marks: 1 ) - Please choose one**  
----- is the process of drafting your message.

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

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**Question No: 2 ( Marks: 1 ) - Please choose one**  
'AMS' is the abbreviation of:

- ▶ **Administrative Management Society**
- ▶ Alcholic Member Society
- ▶ Advanced Management Society
- ▶ Asian Management Society

**Question No: 3 ( Marks: 1 ) - Please choose one**  
How many basic divisions of a formal report are?

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

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

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

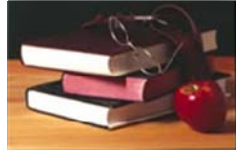
- ▶ five
- ▶ two
- ▶ **four**
- ▶ one

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**Question No: 5 ( Marks: 1 ) - Please choose one**  
Sales letters start with:

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

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

-----is one of the members who monitors a committee's financial activities.

- ▶ **Treasurer**
- ▶ Advisory
- ▶ Controller
- ▶ Secretary

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

In which communication expressions are not encoded in words?

- ▶ **Non-verbal**
- ▶ Verbal
- ▶ Written
- ▶ Verbal and written

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

Personal space varies according to:

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

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

An applicant should show interest in the job during the which stage?

- ▶ Screening stage
- ▶ **Selection stage**
- ▶ Final stage
- ▶ First stage

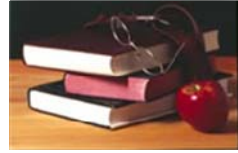
**Question No: 10 ( Marks: 1 ) - Please choose one**

BATNA stands for :

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

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- ▶ Best approach to a narrative agreement

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

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

- ▶ Preparing the Proposal
- ▶ Writing the Research Paper
- ▶ Making an outline
- ▶ **Thinking about It**

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

Proposal should be written in a :

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

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

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and which thing is missing?

- ▶ **To entertain**
- ▶ To instruct
- ▶ To have a good interaction
- ▶ To talk to others

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and to entertain.

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

Which one is national variable from the followings?

- ▶ Time
- ▶ Space
- ▶ **Economics**
- ▶ Food

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

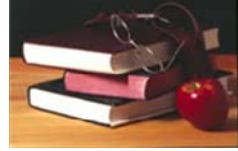
Which of the following complimentary close is accurate in general letter writing?

- ▶ Yours sincerely,
- ▶ Sincerely,
- ▶ Yours respectfully,

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► All of the above

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

Complaint letter should be called-----.

- persuasive letter
- **claim letter**
- inquiry letter
- sales letter

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

Minutes, which tell more of the story of what happened and who said what at a meeting are:

- Resolution minutes
- **Narrative minutes**
- Informal minutes
- Formal minutes

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

In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

- Written tests
- **Oral presentation**
- Interview
- Group discussion

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

Which tests are designed to check competency or specific abilities of a candidate to perform a job?

- Psychological tests
- Drug tests
- **Job skills tests**
- General tests

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

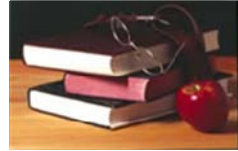
In APA format, if you are directly quoting something in your research paper from another work, you will need to include the author's last name, year of publication, and the ----- for the reference.

- author's birth date
- **page number**

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- ▶ name of book
- ▶ title page

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**Question No: 21 ( Marks: 2 )**

Describe the use of visuals in a thesis paper.

**Question No: 22 ( Marks: 2 )**

Write the format of a short report.

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**Question No: 23 ( Marks: 2 )**

What is an appropriate closing to an interview?

**Question No: 24 ( Marks: 3 )**

What are the purposes of a business report?

**Question No: 25 ( Marks: 3 )**

Write a note on different types of job letters.

**Question No: 26 ( Marks: 3 )**

What points and measures should be taken into account by the researcher during thesis writing under the heading "Focus your research very specifically"?

**Question No: 27 ( Marks: 5 )**

What are four stages of AIDA plan? Describe briefly

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**Question No: 28 ( Marks: 5 )**

Write a note on minutes of informal meetings.

**Question No: 29 ( Marks: 5 )**

What are the points to be considered while doing audience analysis?

**Question No: 30 ( Marks: 5 )**

A good proposal has a good title and it is the first thing to help the reader understand the nature of your work. Comment.

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