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ENG-201

LECTURE WISE MCQS

MID TERM

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-: Lecture 1 :-

1. Types of communication >> **5**

2. people interact with the message to >> **create meaning**

-: Lecture 2 :-

1. Oral presentations can be >> **formal or informal**

2. Types of oral presentation >> **2 (•Informative Speaking • Persuasive Speaking)**

3. Types of informative speaking >> **4 (Individual or Group Report, Oral Briefing, Panel Discussion, Oral Critique)**

4. Methods of making oral presentation >> 4

   1. Extempore 2. Impromptu 3. Memorization 4. Reading

5. Extempore >> **planned and specific topic related presentation**

6. Impromptu >> **without planned and tells the audience that they are indifferent to them**

7. Memorization >> **presented on the bases of memory without any planning**

8. how you say it is as important as >> **what you say**

9. ____ size slides are generally used in presentation >> **35mm**

10. OHPs stands for >> **Overhead Projection Transparencies**

11. limit _____ words per slide >> **10 maximum**

12. size of text >> **18pt Times Roman on OHPs**

-: Lecture 3 :-

1. planning means >> **decide what to say and how to organize your material**

2. persuasive argument means >> **to convince your readers about your material**

3. elements of persuasive argument >> **claim and evidence**

4. organize a substantial part of their resume around their accomplishments and abilities >> **Functional Resume**

5. provide the desired prominence by placing the name and professional objectives at the top >> **Conventional Resume**

6. transform your plans, notes, outlines, and ideas into a communication >> **drafting**

7. Revision literally means >> **"see again,"**

8. Writing is a process of >> **discovery**

-: Lecture 4 :-

1. 'Target audience' is >> **a specified audience or demographic group for whom a message is designed**

2. Types of experts >> **2 (• General Experts • Specific Experts)**

3. General Experts >> **possess extensive knowledge about a field in general**

4. managers read for the >> **bottom line, a concise summary of the present situation and specific recommendations for action**

-: Lecture 5 :-

1. how many purposes of document >> **4 (• to provide information • to give instructions • to persuade the reader • to enact (or prohibit) something)**

2. Explicit purpose means >> **the purpose which is clearly stated**

3. Scientific documents have >> **explicit purpose**

4. Types of document related to information >> **2 (• Literature Reviews • Specifications)**

5. Types of document related to instructions >> **Proposals**

6. Types of document meant to persuade the Reader >> **4 (• Proposals • Recommendation Reports • Job application Letters • Résumés)**

7. Types of document meant to' Enact' something >> **4 (• Acceptance Letters • Regulations • Patents • Authorization Memoranda)**

8. Implicit purpose means >> **the purpose which is not clearly stated in the document**

9. Scientific and technical writing is based on >> **precision**

10. technical communication is often more effective when >> **it is written down**

11. When people read they respond in >> **two ways simultaneously. They think and they feel**

-: Lecture 6 :-

1. Types of readers >> **3 (• Phantom Readers • Future Readers • Complex Readers)**

2. Phantom readers are >> **real but unnamed readers who use communication addressed to others**

3. Future readers >> **read after communication has been completed like after 3 weeks or years etc.**

4. Complex readers are >> **the readers consisting of diverse groups each with a different agenda, each with a different way of functioning and communicating**

-: Lecture 7 :-

1. Characteristics of communication >> **5 (• accurate • clear • concise •coherent • appropriate)**

2. Accuracy >> **which is the careful conforming to truth or fact,**

3. Aspects of accuracy >> **3 (• Document Accuracy • Stylistic Accuracy • Technical Accuracy)**

4. Document Accuracy refers to >> **the proper coverage of your topics in appropriate detail**

5. Stylistic Accuracy >> **concerns the careful use of language to express meaning**

6. Technical accuracy depends on >> **the writer's conceptual mastery of the subject and its vocabulary**

7. Clarity >> **which refers to ease of understanding**

8. Types of clarity >> **3 (• Structural Clarity •Stylistic Clarity •Contextual Clarity)**

9. structural clarity means >> **making it easy for the reader to get the large picture**

10. Stylistic Clarity is >> **promoted by simple, direct language**

11. Simplicity in language is obtained >> **with directly worded sentences**

12. Contextual Clarity >> **in which the importance, authorization, and implications of your work are made available**

13. The concise document is >> **a piece of writing that conveys only the needed material**

14. Coherence is >> **the quality of hanging together, of providing the reader an easily followed path**

15. Abstracts, clear titles, introductions and problem statements all promote >> **coherence**

16. The paragraph is one of the most powerful instruments of >> **coherence**

17. Enumeration means >> **to itemize or list a set of topics or a series of some kind**

18. Exemplification refers to >> **the use of anecdotes or examples to bolster your argument**

19. comparison and contrast means to >> **develop a topic by examining its similarities or dissimilarities to another thing, process, or state**

20. Comparison emphasizes >> **the similarities**

21. contrast Emphasizes >> **the differences**

-: Lecture 8 :-

1. principles of communications are : >>

   i) Completeness ii) Conciseness iii) Consideration iv) Concreteness

   v) Clarity vi) Courtesy vii) Correctness

2. completeness means >> **when it contains all the facts, readers or listeners need for the reaction you desire**

3. omissions cast >> **suspicions**

4. Competence >> **Does the audience perceive the message sender as communicating honestly**

5. Character >> **Does the sender of the message know his or her message**

6. Composure >> **Does the sender give the impression of being calm and collected**

7. Sociability >> **Does the sender come across as a likable individual**

8. Extroversion >> **Does the source exhibit outgoing tendencies rather than timidity**

9. Conciseness is >> **saying what you want to say in the fewest possible words without sacrificing the other C qualities**

10. Relevance means >> **Stick to the purpose of the message**

-: Lecture 9 :-

1. Consideration means >> **to prepare every message with the message receiver in mind**

2. Use **'you'** instead of >> **"I"**

3. Concreteness means >> **being specific, definite, and vivid rather than vague and general**

4. The passive requires >> **more words**

5. _____ verbs are deadly >> **Seven verbs—be, give, have, hold, make, put, and take**

-: Lecture 10 :-

1. Clarity >> **Getting the meaning from your head accurately to the reader is the purpose of clarity**

2. average sentence length of >> **17 to 20 words**

3. unity means >> **you must have one main idea.**

4. coherent >> **the words are arranged so that the ideas clearly express the intended meaning**

5. emphasize >> **The quality that gives force to important parts of sentences and paragraphs is emphasis**

6. Courtesy stems from >> **a sincere you-attitude**

7. Types of expressions >> **2 (o Irritating Expressions o Questionable humor)**

8. Irritating expressions are >>

   1. Contrary to your inference. 2. I do not agree with you. 3. If you care

   4. I am sure you must realize

9. Omit questionable humor means >> **When in doubt as to the relevance of humor, leave it out**

10. Be careful about using >> **the 'man' word**

11. Use names in >> **a parallel form**

-: Lecture 11 :-

1. Formal writing is often associated with >> **scholarly writing**

2. Informal Writing is more common in >> **business writing**

3. Biannually, Biennially >> **correct**

4. Biannually mean >> **two times a year**

5. biennially means >> **every two years**

6. Emphasize on >> **positive, pleasant facts**

-: Lecture 12 :-

1. The composition process helps you >> **to gain control over your message**

2. Technology affects >> **the composing process**

3. The main idea is like >> **the 'hook**

4. Oral medium is the best when >> **you want immediate feedback**

-: Lecture 13 :-

1. first group the ideas and then >> **put them in sequence**

2. The main idea should be supported by >> **three to five major points**

3. Direct approach/deductive means >> **putting the main idea first followed by evidence**

4. Composition is the process of >> **drafting your message**

-: Lecture 14 :-

1. The two key aspects of word choice are >> **o Correctness o Effectiveness**

2. Denotations means >> **dictionary meaning**

3. Connotation means >> **associative meaning**

4. Camouflaged Verbs means >> **Turning verbs into nouns and adjectives weakens your writing**

5. A simple sentence >> **has a single subject and a single predicate**

6. A compound sentence >> **expresses two or more independent but related thoughts**

7. A complex sentence >> **expresses one independent clause and one or more dependent clauses**

8. Use passive sentences to >> **soften bad news**

9. Type Face >> **refers to the physical design of the letters**

10. Type styles >> **avoid using type styles that slow your readers down**

11. Times Roman is often used for >> **text**

12. Helvetica is often used for >> **headings**

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-: Lecture 15 :-

1. Memorandum is >> **brief, informal report used to establish a record**

2. Agenda >> **tells participants what topics will be discussed at the meeting**

3. Minutes >> **are the written record of meetings**

4. **Formal minutes are often required by >> federal, state, or local law, by-laws, charters, or regulations**

5. Proposal >> **A formal written document soliciting business and spelling out what will be delivered**

-: Lecture 16 :-

1. Business letters are >> **formal letters**

2. Types of letters >> **6 (• Job application letters • Acceptance letters • Transmittal letters • Inquiry letters • Technical-information letters • Letters of recommendation)**

3. Place the salutation >> **two lines below the recipient's address**

4. The salutation begins with the word >> **Dear**

5. Place Date >> **Two to four lines below the date**

6. Start the letter (body) >> **two lines after the salutation**

7. Write a complimentary closing phrase >> **two lines below the final body paragraph**

8. Acceptance Letters >> **Letters accepting a job not only convey information**

9. A transmittal or cover letter >> **accompanies a larger item, usually a document**

-: Lecture 17 :-

1. A letter of inquiry >> **asks someone for specific information**

2. Technical-information letters and memoranda >> **short documents that announce new technical information, such as a software bug and its solution, or a new feature**

3. A letter of recommendation is >> **a letter that makes a statement of support for a candidate**

4. The number of recommendations required by employers and universities usually range from >> **one to five, with three being the most common number**

-: Lecture 18 :-

1. Direct Request >> **works well when your request requires no special tact or persuasion**

2. An Order Latter also known as >> **a PO or purchase order letter**

3. The objective of an order letter is >> **to provide the vendor with detailed instructions for fulfilling an order**

4. Customer Services >> **responds to inquiries or complaints from customers of that organization**

5. Credit Request >> **is the type of request for credit**

-: Lecture 19 :-

1. Business communication has two basic purposes >>

   1. To convey information

   2. To produce in the audience a favorable (or at least accepting) attitude or response

2. Acknowledgement letters are >> **sent to a customer confirming the receipt of an order, payment, or inquiry**

3. Acknowledgement letters are sent in response to >> **credit orders**

4. Favorable responses to routine claims are known as >> **adjustments**

5. Avoid lame excuses such as >> **Nobody's perfect or Mistakes will happen**

6. There are _____ types of positive responses to routine credit requests: >> **2 (• Approving Credit • Credit References)**

7. credit reference is >> **the information, the name of an individual, or the name of an organization that can provide details**

8. Credit approvals >> **mark the beginning of a business relationship with a customer**

-: Lecture 20 :-

1. The indirect plan consists of _____ parts >> 4

    a.   A buffer

    b.   Reasons supporting the negative decision

    c.   A clear, diplomatic statement of the negative decision

    d.   A helpful, friendly, and positive close

2. Buffer means >> **to put the audience in an accepting mood by making a neutral, non-controversial statement**

3. De-emphasize the >> **Bad News**

4. After giving the bad news, your job is to end the message on a more upbeat not >> **positive close**

5. Direct plan >> **A bad news message organized on the direct plan starts with a clear statement of the bad news**

-: Lecture 21 :-

1. The persuasive message >> **influences the audience by informing them and growing their understanding**

2. The word 'freedom' evokes >> **strong feelings**

3. the best use of emotion is working in >> **tandem with logic**

4. Semantics >> **The words you choose to state your message**

5. **AIDA plan has _____ phases >> 4**

   a. Attention b. Interest c. Desire d. Action

6. Writing Sales Letters >> **A sales letter is a document designed to generate sales**

7. Demographics means >> **age, gender, occupation, income, and education**

8. Psychographics means >> **personality, attitudes, and lifestyle**

-: Lecture 22 :-

1. Reports >> **are documents which present focused, salient content to a specific audience**

2. The short report >> **may range from short statement of facts, presented on a single page, to a longer presentation taking several pages**

3. Short report doesn't not carry >> **a cover, table of contents or any special display**

4. report is always divided into >> **clear sections with headings**

5. smooth transition >> **"to continue the analysis", "on the other hand" and "additional concept" are another type of structural clue**