

ENG201 imp & past papers MCQs for MID term (2017)

- 1) Which one of the following is more effective Technical Communication?
 - a) Oral communication
 - b) Mata communication
 - c) Non verbal communication
 - d) Written communication
- 2) Which one of the following can create immense difference between class room communication and job communication?
 - a) Age of audience
 - b) Behavior of audience
 - c) Size of audience
 - d) None of the above
- 3) A letter or report to a customer from an employer belongs to which kind of communication?
 - a) official communication
 - b) officer communication
 - c) administrator communication
 - d) manager communication
- 4) Besides enabling you to do your job, writing well can bring you personal benefit as well
 - a) Recognition in the form of praise
 - b) Raises
 - c) Promotions
 - d) All of these
- 5) _____ is a type of communication
 - a) Business letters
 - b) Instructions
 - c) Project proposals
 - d) All of these
- 6) As you write in a professional environment, you need to remember three things
 - a) Readers create meaning
 - b) Readers react on a moment-by-moment basis
 - c) Reader create planning
 - d) Both a and b
- 7) (OHPs) means:
 - a) Over project tranpireis
 - b) Overhead projection transparencies
 - c) Both a and b
 - d) Over projection transmissions
- 8) To Prepare the structure of the talk carefully and logically just as you would for a written report. Keep in mind
 - a) the objectives of the talk
 - b) the status of the talk
 - c) the main points of the talk
 - d) both a and c
- 9) A subject in its own right and something about which much has been written and said is called :
 - a) Voice
 - b) Body language
 - c) Appearance
 - d) Preparation
- 10) Don't speak too soft, too fast, or mumble. Your audience must be able to:
 - a) Only hear what you say
 - b) Only understand what you say

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- c) Only remember what you say
d) Both a and b
- 11) A **_____ speech is a speech that is recited from memory rather than read from cue cards or using the assistance of notes**
- a) Impromptu
b) Memorized
c) Reading
d) Unique
- 12) The **_____ speech is given without any advance preparation, any notes or other additional materials**
- a) Impromptu
b) Memorized
c) Reading
d) Unique
- 13) There are at least **_____ methods for making an oral presentation**
- a) 2
b) 3
c) 4
d) 5
- 14) **_____ is the method to make an oral speech:**
- a) Extempore
b) impromptu
c) both a and b
d) Reading
- 15) Oral presentations in a professional environment generally fall into
- a) two categories
b) three categories
c) four categories
d) five categories
- 16) **_____ Speaking has audience learning as its primary goal**
- a) Informative
b) Persuasive
c) Formal speaking
d) Informal speaking
- 17) **_____ Speaking is used to influence what an audience thinks or does**
- a) informative
b) Persuasive
c) Formal
d) Informal
- 18) An oral report may be delivered around a small table with just a few listeners or in a large auditorium to hundreds of people refers to
- a) Formal report
b) Informal report
c) Formal & informal oral report
d) Both a and b
- 19) **communication is the "-----" of every organization**
- a) key to success
b) Lifeline
c) Culture
d) all
- 20) **transmitting a message from a sender to a receiver is?**
- a) Electronic Theory
b) Social Environment Theory
c) Rhetorical Theory
d) a and c

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- 21) which of the following encodes message into words and sentences?
- Writer
 - Spekar
 - both a and b
 - none of these
- 22) Infact, perhaps the most important difference between business communication and other forms Of communication is this?
- Size
 - Circular quality
 - age
 - all
- 23) While sending a message, you are the
- Encoder
 - Resewer
 - Sender
 - a and b
- 24) Which of the follwonig can cancause problems in conveying your meanings?
- Cultures
 - Countries
 - Extra Language's expirations
 - A and b
- 25) The message sender's meaning and response of the receiver's response is effected by which of the following effects?
- Semantic barriers
 - Physical Barrier
 - Psychological Barrier
 - All of the above
- 26) The dictionary definition of a word is?
- Denotation
 - Connotation
 - Non of these
 - Both a and b
- 27) Denotative meanings----- without indicating positive or negative qualities.
- nameobjects
 - people
 - events
 - all
- 28) A receiver's attitude toward a message can determine whether it should be?
- accepted
 - rejected
 - approved
 - a and b
- 29) Which of the following is not included in Voice qualities
- Pitchrange
 - Pitchcontrol
 - Rhythmcontrol
 - Gesturers

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- 30) The examples of Vocal Qualifiers are;
- intensity
 - pitchheight
 - sounds
 - both a and b
- 31) Proximity means in terms of physical space?
- Nearness
 - closeness
 - closer
 - belongness
- 32) The choice of clothes reflects your ----- to the occasion
- Mood
 - Attitude
 - a and b
- 33) In some European countries where punctuality is at
- High regard.
 - Low regard
 - Middle regard
 - No matter
- 34) In Perception the communicators are able to predict how you will receive their message
- They are able to predict how you will receive their message
 - They anticipate your reaction and shape the message accordingly
 - They read your response correctly and constantly adjust to correct any misunderstanding.
 - All of the above
- 35) Which of the following is not included in the control?
- calm down
 - change your mind
 - take action.
 - Response to any message
- 36) Effective communicators overcome the main barriers of communication by.
- Creating their messages carefully
 - Minimizing noise in the transmission process
 - Facilitating feedback
 - All of the above
- 37) All of the given options are included in Consideration way EXCEPT?
- Focus on 'you' instead of 'I' and 'we'
 - Provide all necessary information
 - Show audience benefits or interest
 - Emphasize positive, pleasant facts
- 38) Which one is not the audience benefit or interest in the receiver
- Address their concerns
 - Offer them rewards
 - Entertain them
 - None of the above
- 39) To communicate concretely means being ----- rather than vague and general
- Specific
 - Definite
 - Vivid
 - all

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- 40) The dean decided" is more -----than "A decision has been made
- Specific
 - Explicit**
 - Personal
 - definite
- 41) "You will note" is the more?
- Personal
 - Specific
 - Definite
 - Both a and b**
- 42) Seven verbs—be, give, have, hold, make, put, and take—(in any tense) might be designated as when the action they introduce is hidden in a "quiet noun
- Deadly**
 - Strongly
 - Weekly
 - non of these
- 43) Consider, collects and compiles are the examples of?
- Action in the Verb**
 - Action hiding in a "Quiet" Noun
 - Action in noun
 - Both a and b
- 44) IMO and FAQ stand for? No option
Ans; IMO means in my opinion and FAQ means frequently asked questions
- 45) At the core of clarity is the sentence. Important characteristics to consider are:
- Length
 - Unity
 - Coherence
 - d) all**
- 46) In a ----- sentence the words are arranged so that the ideas clearly express the intended meaning
- a) Coherent**
 - Unity
 - Length
 - Clarity
- 47) What is meant by Courtesy ?
- Stems from a sincere you-attitude
 - Applying socially accepted manners
 - Use expressions that show respect
 - d) Both a and b**
- 48) The term correctness applied to business messages also means which of the following characteristics:
- Use the right level of language
 - Check accuracy of figures, facts and words
 - Maintain acceptable writing mechanics
 - d) all of the above**
- 49) This is the example of Formal writing;
- doctoral dissertations and scholarly articles

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- b) top-level government agreements
 - c) organizational agreements
 - d) both a and b
- 50) Using incorrect words, incorrect grammar, and faulty pronunciation all suggest the inability to use?
- a) Good English.
 - b) Weak English
 - c) Bad English
 - d) None of these
- 51) Which one is not included in the facts and figures?
- a) Verify your statistical data
 - b) Avoid guessing at laws that have an impact on you
 - c) Double check your totals
 - d) Data transmission and assessment
- 52) English language is constantly changing. Though dictionaries cannot keep up with rapid change, but still are the most useful resource for finding
- a) Correct words
 - b) Easy world
 - c) Common world
 - d) Close world
- 53) Does the sender give the impression of being calm and collected? Is the example of which of the following?
- a) Competence
 - b) Character
 - c) Composure
 - d) Sociability
- 54) Technology affects the composing process, the best example of which is?
- A) Increases the productivity of a message
 - b) Increases digital devices
 - c) Microsoft Word increases the productivity and effectiveness by streamlining the process
 - d) None of these
- 55) Why do you need to have clear purpose?
- a) Respond to the audience
 - b) Focus on the content
 - c) Establish a channel and Medium
 - d) all
- 56) Business messages have which of the following general purpose?
- a) To Inform and Persuade
 - b) To motivate
 - c) To Collaborate
 - d) a and c
- 57) Ask yourself some key questions about your audience is also called?
- a) Audience Analysis
 - b) Test your Purpose
 - c) Test your audience
 - D) all of the above
- 58) Which medium is the best when you want immediate feedback?
- a) Oral medium

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- b) Written medium
c) Electronic Message
d) all of the above
- 59).define Consideration? No option
Ans ;
Consideration means to prepare every message with the message receiver in mind. Consideration is very important in effective communication. It shows that you understand your audience, which goes a long way to get your desired result
- 60)Define clarity? No option
Getting the meaning from your head accurately to the reader is the purpose of clarity.
- 61)Which following thing is not at the core of concreteness
a) Grammar
b) Punctuation
c) Spelling
d) Pronunciation
- 62)successful communicators rely on----- to make their message meaningful.
a) Organization
b) Ability
c) Perception
d) Personality
- 63)Including Irrelevant Material. No information should be introduced which has no
a) Purpose
b) Good news
c) Business advantages
d) Clarity
- 64)In routine good news and good messages The letter begins with the good news. All necessary details are provided in the which of the following part of the letter ?
a) middle part
b) starting part
c) last part
d) any of parts
- 65)If a letter begins with the main idea. The mid-section makes a request and provides essential details. In closing, the letter refers to the main point and states the desired action. This would be which of the following?
a) Direct Request Format
b) Indirect Request Format
c) Direct Approach
d) Indirect Approach
- 66)For routine Good-News and Goodwill messages,----- is effective that will please the reader or will cause no particular reaction.
a) Direct Request Format
b) Indirect Request Format
c) Direct Approach
d) Indirect Approach
- 67)Avoid biased language that might offend the audience. Which Of the following is common biased?

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- a) Cultural Bias
b) Gender Bias
c) Racial and Ethnic Bias and Disability Bias
d) All of the above
- 68) As you edit your message, you will find yourself rewriting which of the following?
a) Passages
b) Sentences
c) Even whole section
d) All of the above
- 69) To give your sentence variety, we use how many types of sentences?
a) One
b) Two
c) Three
d) Four
- 70) A simple sentence has which of the following characteristics?
a) a single subject
b) a single predicate
c) a single subject and two predicates
d) both a and b
- 71) A complex sentence expresses one independent clause and -----
--dependent clause / clauses
a) one
b) two
c) one or more
d) all of the above
- 72) Paragraphs are functional units that revolve around a single thought. Elements of a paragraph are:
a) Topic sentence
b) Related sentences
c) Transitional elements
d) A and b
e) All of the above
- 73) Memorandum is brief, informal report used to establish -----?
A) a record
B) documents
C) a letter
D) a message
- 74) Formal minutes are not required for which of the following?
a) federal state
b) local law or by-laws
c) charters or regulations
d) international states and laws
- 75) A formal written document soliciting business and spelling out what will be delivered----- and so forth.
a) the costs
b) terms
c) conditions
d) all
- 76) Business letters are formal letters used for which of the following?
a) business-to-business
b) business-to-client
c) client-to-business correspondence
d) all of the above
- 77) ----- asks someone for specific information?
a) A letter of inquiry
b) A letter of request

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- c) Job application letters
d) Letters of recommendation
- 78)-----letters and memoranda are short documents that announce new technical information, such as a software bug and its solution, or a new feature
- a) Job application letters
b) Letters of recommendation
c) A letter of inquiry
d) **Technical-information letters**
- 79)Use the memorandum format if the information is being sent -----
?
a) outside individuals
b) **inside an organization**
c) outside an organization
d) b and c
- 80)----- is a letter that makes a statement of support for a candidate. The writer assesses the qualities, characteristics, and capabilities of the person being recommended in terms of that individual's ability to perform a particular task or function.
- a) **A letter of recommendation**
b) Job application letters
c) Transmittal letters
d) Acceptance letters
- 81) Letters of recommendation are typically related to-----?
- a) Employment
b) admissions to institutions of higher education
c) scholarship eligibility
d) **all of the above**
- 82)Which one of the following included in For Organizing Direct Requests:
- a) State the request or main idea
b) Give necessary details
c) Close with a cordial request for specific action
d) **All of the above**
- 83)Define order letter?
An Order Letter also known as a PO or purchase order letter. It begins the paper trail of a specific purchase. The objective of an order letter is to provide the vendor with detailed instructions for fulfilling an order.
- 84)When making a routine request, we say?
a) What do you want to know?
b) Why it is in the reader's interest to help you?
c) **Both a and b**
d) None of the above
- 85) The process of handling and settling claims or the amount requested by a policyholder or claimant because of a loss or damages suffered is called, what?
a) **Adjustments**
b) Customer Services
c) Customer rights
d) All of the above
- 86) Define Credit Requests? No option

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It is the type of request for credit (oral or written) made in accordance with procedures established or practices followed by the Creditor for the type of credit requested.

87) Almost all business communication has -----basic purposes?

- a) Two
- b) Three
- c) Four
- d) Five

88) Necessary details include which of the following main point?

- a) Satisfy reader's information needs
- b) Reinforce positive tone
- c) Emphasize positive aspects of disappointing news
- d) all of the above

89) Define Courteous Close?

Your message is most likely to succeed if your audience is left with the feeling that you have their personal welfare in mind.

Courteous close include:

- Summarizes main point
- Indicates what should happen next
- Highlights reader's benefit

90) While answering requests that involve a potential sale, there are which of the following goal:

- a) To respond to the inquiry and answer all questions
- b) To encourage the future sale
- c) To leave your reader with a good impression of you and your firm
- d) All of the above

91) The indirect plan consists of how many parts?

- A) Two
- B) Three
- C) Four
- D) Five

92) After giving the bad news, your job is to end the message on a more upbeat note. Whatever type of close you choose?

- a) Positive close
- b) Negative close
- c) Assistive close
- d) Silent close

93) In -----A bad news message organized on the direct plan starts with a clear statement of the bad news.

- A) Direct plane
- B) Indirect plane
- C) Clear plane
- D) Non of above

94) When writing persuasive messages we should -----thing/ things to keep in mind about your audience are:

- A) Needs and appeals
- B) Emotion and logic
- C) Credibility
- D) All of the above

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95) Define reports?

Reports are documents which present focused, salient content to a specific audience. Reports are often used to display the result of an experiment, investigation, or an inquiry. You may be surprised that a variety of documents qualify as reports.

96) The subject of a business report affects its-----?

- a) Format
- b) Vocabulary
- c) Information
- d) A and b

97) Define indirect plane?

Instead of beginning a business message with a blunt 'no' which might restrain your audience from reading or listening to your reasons, use the indirect plan to ease your audience into the part of your message that demonstrates how you're fair-minded and eager to do business on some other terms.

98) Define Persuasive Messages?

The persuasive message influences the audience by informing them and growing their understanding – the audience is free to choose. Ethical business people inform customers about the benefits of a product or an action so that customers can recognize how well that product or action will fill a need they truly have.

99)-----explains the relevance of your message to audience.

- A) interest
- B) attention
- C) Desire
- D) action

100) Which one of the following is the most common format for short informal reports within an organization?

- A) letter
- B) Memo
- C) preprinted form
- D) Manuscript

101) For a formal approach -----range from a few pages to several hundred pages.

- A) manuscript
- B) Memo
- C) letter
- D) preprinted form

102) What makes a good report?

- A) the information is accurate
- B) the content shows writer's good judgment
- C) the format, style and organization respond to readers needs
- D) all of the above

103) What is meant by the term 'Denotative'?

- a) It refers to the literal meaning of a word.
- b) It refers to the surface meaning of the word.
- c) It refers to cognitive meaning of words.
- d) It refers simple meaning of words.

104) How the credibility of the communicator can be systematically analyzed

- a) Through written communication

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- b) Through communication probe
c) Through oral communication
d) Through non verbal communication
- 105) Which of the following have both; a denotative meaning and a connotative meaning?
a) Closed words
b) Content words
c) Structure words
d) Strong words
- 106) Which of the following can be defined as “the words one chooses to state one’s message, say much more than their dictionary definitions”
a) Semantics
b) Phonetics
c) Synonyms
d) Phonemes
- 107) Which of the following concerns the careful use of language to express meaning?
a) Stylistic accuracy
b) Stylistic clarity
c) Contextual clarity
d) Contextual accuracy
- 108) If you are writing a persuasive message, what are the common ways of establishing your credibility?
a) naming your sources when you use information from others
b) Demonstrating expertise
c) supporting your message with factual evidence
d) All of the above
- 109) How can you make your messages effective?
a) Make them practical and factual but not persuasive.
b) Make them practical and factual but include your impression.
c) Make them practical, factual, concise, clear, and persuasive.
d) Omit key facts
- 110) Which section of a resume creates most disagreements among experts about its relative advantages and disadvantages?
a) Skills
b) Work experience
c) Career objective
d) Education
- 111) Which of the following should be done when writing recommendation letters?
a) Include only relevant and factual information.
b) Avoid value judgments.
c) Balance criticisms with favorable points.
d) All of the above
- 112) Which one of the following is more effective Technical Communication?
a) Oral communication
b) Mata communication
c) Non verbal communication
d) Written communication
- 113) Which one of the following options should be used during business correspondence?
a) Choppy sentences
b) Passive sentences
c) Bias-free language
d) Cliches
- 114) Which one of the following can create immense difference between class room communication and job communication?

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- a) Age of audience
b) Behavior of audience
c) Size of audience
d) None of the above
- 115) Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?
- a) Denotation
b) Connotation
c) Implementation
d) Abstraction
- 116) Which of the following is generally organized by direct approach and receives a favorable reaction?
- a) Business message
b) Bad news message
c) Good news message
d) Routine message
- 117) Which of the followings are real but unnamed readers?
- a) Phantom Readers**
b) Future Readers
c) Complex Readers
d) Technical Readers
- 118) How many aspects does Accuracy have?
- a) 6
b) 5
c) 4
d) 3
- 119) What can be considered as the heart of a report?
- a) The introduction of a report**
b) A variety of components
c) Introduction, body, and a close
d) Only the body of the report
- 120) What is the last thing you need to do before you get ready distribute your document?
- a) Designing
b) Revising
c) Proofreading
d) All of the above
- 121) Which of the following is not used in external business communication?
- a) Enquiries letter
b) Curriculum Vitae
c) Memo
d) Complaint letter
- 122) Choose the correct option.
To decode a message is to:
- a) reject a message
b) translate ideas into code
c) evaluate a message
d) interpret a message
- 123) Which type of Visual aid is the most difficult to executive effectively?
- a) Graphics
b) Projections
c) Handouts
d) Film and video
- 124) Which of the followings are usually more vivid than long ones and improve the readability of a document?
- a) Short words**
b) Content words
c) Structure words

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- d) Practical words
- 125) Which format should be used if the document will be sent to outside individuals?
- a) Letter
- b) Presentation
- c) Memorandum
- d) Manuscript
- 126) Which question is used to ask about residential status?
- a) What's your address?
- b) Where are you from?
- c) Where do you belong to?
- d) Please sign here.
- 127) How can you make the following statement Concise? 'There are only four rules of our company and every employee is bound to follow these rules.'
- a) Four rules must be observed.
- b) There are four rules that must be observed.
- c) You must follow the rules.
- d) Follow the rules.
- 128) Which of the following is promoted by simple, direct language?
- a) Structural clarity
- b) Stylistic clarity
- c) Contextual clarity
- d) Textual clarity
- 129) Which of the following is used as brief, informal reports within an organization?
- a) Letter
- b) Memo
- c) Proposal
- d) Report
- 130) Select the statement about the communication process that is NOT true.
- a) Communication takes many forms-oral, written and computer.
- b) Communication is vital to every part of business.
- c) Your performance in business will not be judged by your communication ability.
- d) Performance is judged by communication ability.
- 131) Biased language that might offend the audience is based on -----
- a) Cultural bias, gender bias
- b) Cultural bias, nationality bias
- c) Unity bias, nationality bias
- d) None of them
- 132) Why important observations, suggestions, or objections should be written?
- a) To persuade the reader
- b) To create permanent records
- c) To make communication more effective
- d) To establish credibility
- 133) Which Three types of readers usually exist?
- a) Phantom Readers, Future Readers, Complicated Readers
- b) Future Readers, Complex Readers, Complicated Readers
- c) Future Readers, Complex Readers, Technical Readers
- d) Phantom Readers, Future Readers, Complex Readers
- 134) To whom usually good will letters are written?
- a) Customer
- b) Manager
- c) Director
- d) Chairman

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- 135) If your message is specific, definite and vivid; which of the following principle has been applied?
- a) Completeness
 - b) Correctness
 - c) Conciseness
 - d) Concreteness**
- 136) Which guideline should be followed to ensure Courtesy?
- a) Be sincerely tactful, thoughtful and appreciative
 - b) Use expressions that show respect
 - c) Omit irritating expressions
 - d) All of the above**
- 137) Which of the following factors enables you to evaluate the effectiveness of your message?
- a) Feedback**
 - b) Encoding
 - c) Transmission
 - d) Decoding
- 138) Which of the following can make a meeting unsuccessful?
- a) Deciding on purpose before the meeting
 - b) Selecting participants for the meeting
 - c) Holding a meeting when a memo or other business message would have done the job**
 - d) All of the above
- 139) What is meant by the term 'Denotative'?
- a) It refers to the literal meaning of a word.**
 - b) It refers to the surface meaning of the word.
 - c) It refers to cognitive meaning of words.
 - d) It refers simple meaning of words.
- 140) Where can we apply seven C's?
- a) To Non verbal communication
 - b) To Oral communication
 - c) To Written communication
 - d) To written and oral communication**
- 141) How the credibility of the communicator can be systematically analyzed?
- a) Through written communication
 - b) Through communication probe**
 - c) Through oral communication
 - d) Through non verbal communication
- 142) While writing persuasive messages which four things should be kept in mind about your audience?
- a) Main idea, consideration, needs and appeals, logic
 - b) Semantics, emotion and logics, clarity, consideration
 - c) Needs and appeals, emotion and logic, credibility, semantics**
 - d) Credibility, logics, main idea, emotion
- 143) Which type of letter not only conveys information, but also establishes a contractual relationship between you and the organization or person offering you the position?
- a) Job application letter
 - b) Acceptance letter**
 - c) Inquiry letter
 - d) Transmittal letter
- 144) Why do Experts read technical and scientific documents?
- a) To maintain and expand their own general expertise
 - b) To obtain specific answers to their own research and writing
 - c) To evaluate a document's technical or scientific content.
 - d) All of the above**
- 145) What is the emphasis of a Functional resume?
- a) Place the name and professional objectives at the top

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- b) **Provide functions and tasks the applicant can perform**
c) Put the most important information first
d) Make your name and professional achievements prominent
- 146) **How many steps are essential for successful oral statement?**
a) Five
b) Six
c) **Seven**
d) Eight
- 147) **Which of the following is the primary vehicle for communication within an organization?**
a) Letter
b) Report
c) **Memorandum**
d) Proposal
- 148) **Which phrase should be used while making a presentation ?**
a) **Please feel free to interrupt me with questions.**
b) Don't disturb me while I'm presenting these statistics.
c) No, you're wrong. We need more staff.
d) Please! No interruptions during the presentation.
- 149) **Which phrase is correct?**
a) **When were you born?**
b) When you are born?
c) When are you born?
d) When you born?
- 150) **Which of the following is best when you don't need immediate feedback, but you do need speed?**
a) Written message
b) **Electronic message**
c) Oral message
d) informal message
- 151) **Which of the following suggests the following statement? "First group the ideas and then put them in sequence."**
a) Revising a message
b) Editing a message
c) **Organizing a message**
d) Planning a message
- 152) **A letter or report to a customer from an employer belongs to which kind of communication?**
a) **official communication**
b) officer communication
c) administrator communication
d) manager communication
- 153) **Which of the following aims at gathering specific information?**
a) Letter of claim
b) Letter of request
c) **Letter of inquiry**
d) Letter of information
- 154) **Which of the following is best when you want immediate feedback?**
a) **Oral medium**
b) Written medium
c) Electronic medium
d) All of the above
- 155) **Which is farthest in the past?**
a) couple of days
b) last week
c) a day before yesterday

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- d) a month ago**
- 156) Which phrase is used during a presentation?
a) Thanks for giving me a hand.
b) Thank you very much for your time today.
c) Thank you for your quick response.
d) Thank you for your corporation.
- 157) Which of the followings are included in Functional words?
a) Conjunctions, prepositions, nouns, pronouns
b) Conjunctions, prepositions, articles, pronouns
c) Conjunctions, prepositions, articles, adjectives
d) Conjunctions, interjections, articles, pronouns
- 158) Which of the following is achieved through a balance between precise language and familiar language?
a) Clarity
b) Correctness
c) Concreteness
d) Conciseness
- 159) Letters are usually just one page and consist of three sections
a) Salutation, subject matter, references
b) Front matter, summary, conclusion
c) Body, references, end matter
d) Front matter, body, end matter
- 160) Which of the following is used in a letter to emphasize a point or to include a brief personal message?
a) Foot notes
b) Post script
c) End notes
d) All of the above
- 161) Which of the following should be essentially considered during speeches and presentations?
a) Dress
b) Time
c) Appearance
d) Microphonn
- 162) Which of the followings use Salutations?
a) Memorandums
b) Letters
c) Informal speech
d) Proposals
- 163) What strategies should be opted for writing to Technicians?
a) Keep introductions and background information brief
b) Make information accessible
c) Provide short definitions or explanations of any unfamiliar term
d) All of the above
- 164) Claim letter is also called:
a) Transmittal letter
b) Credit refusing letter
c) Adjustment letter
d) Complaint letter
- 165) Which of the following can be defined as follows
“It is not merely politeness with mechanical insertion of ‘please’ and ‘thank you’, rather it is politeness that grows out of respect and concern for others.”
a) Clarity
b) Courtesy
c) Consideration
d) Credibility

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- 166) Which of the followings are an essential component of employment process?
a) Reflections
b) References
c) Fractions
d) Recommendations
- 167) Which of the following is the basis of Courtesy?
a) Inclined attitude
b) Biased attitude
c) You-attitude
d) Offensive attitude
- 168) A fault in the communication procedure where the meaning of the message is lost 'in translation' from intention to language or from language to understanding is called.....
a) Distortion
b) Noise
c) Redundancy
d) Feedback
- 169) What is the goal of a Non-conventional resume?
a) Provide functions and tasks the applicant can perform
b) Place the name and professional objectives at the top- Correct
c) Put the most important information first
d) Make your name and professional achievements prominent
- 170) Why Comparison is useful for paragraph development?
a) It emphasizes similarities
b) It emphasizes differences
c) It emphasizes advantages
d) It emphasizes disadvantages
- 171) Which of the following complimentary close is accurate general letter writing?
a) Yours sincerely,
b) Sincerely,
c) Yours respectfully,
d) All of the above
- 172) What is meant by the term 'Connotative'?
a) It refers to the literal meaning of words.
b) It refers to the associations that are connected to a certain word.
c) It refers to general meaning of words.
d) It refers to cognitive meaning of words.
- 173) In which of the following message categories would you place sales and marketing messages?
a) Persuasive
b) Positive
c) Negative
d) Routine
- 174) Which plan or model is mostly used in business messages?
a) The logical plan or its variation
b) The emotional appeal or its variation
c) The AIDA model or its variation
d) All of the above
- 175) When you are writing a routine message, what kind of approach will be used?
a) The direct approach
b) The indirect approach
c) The long approach
d) None of the above
- 176) Which of the following you should avoid when writing a claim letter?
a) Direct request

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- b) Professional tone
c) A complaining tone
d) Specific details
- 177) Which one of these words is not a synonym for "business"?
a) Capital
b) Enterprise
c) Project
d) Venture
- 178) Which of the following gives you an opportunity to get your message across to a skeptical or hostile audience?
a) Direct approach
b) Indirect approach
c) Persuasive approach
d) Instructive approach
- 179) Which of the following is the process of drafting your message?
a) Planning
b) Composing
c) Editing
d) Revising
- 180) A sentence consists of two parts; one is a subject which is the second one?
a) preposition
b) predicate
c) adjective
d) adverb
- 181) Which of the following ensures success to message by leaving audience with a feeling of their personal welfare in mind?
a) Abrupt close
b) Polite close
c) Courteous close
d) Gradual close
- 182) Which of the following should NOT be used while answering the phone?
a) Ken speaking
b) This is Ken
c) What do you want?
d) Can you hold on?
- 183) Select the statement about the communication process that is NOT true.
a) Communication is vital to every part of business.
b) Your performance in business will not be judged by your communication ability.
c) Performance is judged by communication ability.
d) Communication takes many forms-oral, written and computer.
- 184) What is the extremely important implicit goal of a business document?
a) To provide information
b) To establish a relationship
c) To give instructions
d) To persuade the reader
- 185) Which one is not an optional part of a letter?
a) Attention line
b) Subject Line
c) Enclosure
d) Salutation
- 186) Which of the following three steps are involved in planning a sales letter?

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- a) Main idea, needs and appeals, logics
b) Define the audience, emotion and logic, main idea
c) Needs and appeals, chose the format, emotion and logic
d) Determine the main idea, define the audience, chose the format
- 187) **Communication can be defined as-----**
a) A sense of unshared understanding
b) The process of attempting to drop information
c) The activity of conveying information
d) Replacement of something
- 188) **Where can we apply seven C's?**
a) To Non verbal communication
b) To Oral communication
c) To Written communication
d) To written and oral communication
- 189) **Which of the following suggests 'Implication of a word or a suggestion separate from the usual definition'?**

a) Denotation
b) Connotation
c) Implementation
d) Abstraction
- 190) **Acknowledgment responses from audiences are like -----**
-----,
a) Nods
b) Frowns
c) All of the above
d) None of above
- 191) **Which of the following is most unequivocally an advantage of written (as opposed to oral) communication?**
a) Concreteness and permanence
b) Opportunity for feedback
c) Susceptibility to duplication
d) None of above
- 192) **The problem that occurs during the editing phase of a document is called-----**
a) Functional problem
b) Organizational problem
c) Both a and b
d) None of above
- 193) **If a supervisor in the sales department requests the help of the Personnel Director in a complex disciplinary matter, communication flow is said to be:**
a) Vertical
b) Lateral
c) Horizontal
d) None of above
- 194) **Which of the followings are real but unnamed readers?**
a) Phantom Readers
b) Future Readers
c) Complex Readers
d) Technical Readers

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- 195) When an email message is sent from the production supervisor to the customer who purchased the end product, this would be considered:
- external–operational communication
 - internal-operational communication
 - Personal communication
- 196) Choose the right option.
Buffer of a bad news should be-----.
- Positive
 - Explanatory
 - Neutral
 - None of these
- 197) Which type of Visual aid is the most difficult to execute effectively?
- Graphics
 - Projections
 - Handouts
 - Film and video
- 198) Which one of the following can create immense difference between class room communication and job communication?
- Age of audience
 - Behavior of audience
 - Size of audience
 - None of the above
- 199) Select the correct form for writing dates in business correspondence
- 03/22/02
 - 22 March, 2002
 - June 3rd, 2004
 - August 22, 2003
- 200) To whom usually good will letters are written?
- Customer
 - Manager
 - Director
 - Chairman
- 201) Which of the following factors enables you to evaluate the effectiveness of your message?
- Feedback
 - Encoding
 - Transmission
 - Decoding
- 202) Which of the followings are real but unnamed readers?
- Phantom Readers
 - Future Readers
 - Complex Readers
 - Technical Readers
- 203) Write any two rules to create visual aids in your communication?
- Use color on your slides but avoid orange and yellow which do not show up very well when projected. For

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text only, white or yellow on blue is pleasant to look at and easy to read.

- b. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 meters (without projection) then it's probably OK

204) What the role of persuasive speaking?

Persuasive Speaking is used to influence what an audience thinks or does. Some of the goals of persuasive speaking include:

- to reinforce the attitudes, beliefs, and values an audience already holds
- to inoculate an audience against counter persuasion
- to change attitude
- to motivate an audience to act

205) What does the phrase 'Readers create Meaning' mean?

Instead of receiving the message, people interact with the message to create meaning. While reading, we build larger structures of knowledge from small fragments of sentences. These structures are not the words we have just read but our own creation

206) What do you understand by the phrase 'Readers responses are sharpened by Situation'?

It means Responses to a communication are shaped by a total situation surrounding the message such as factors as their purpose of reading the readers' perceptions of the writer's aims, their personal interest and stake in the subject discussed past relations with the writer

207) Differentiate between Direct and Indirect Approach?

Direct Approach (deductive) Putting the main idea first followed by evidence.

Indirect Approach (inductive) Putting the main idea later and evidences first. Use direct order if the audience's reaction is likely to be positive and indirect order if it is likely to be negative. Short messages follow one of four organizational plans, depending on the audience's probable reaction

208) Explain the phrase 'Readers react on a moment-by-moment basis'?

Readers react on a moment-to-moment basis On job people react to each part of the memo, report or other business communication as soon as they come to it.