

**MIDTERM EXAMINATION**  
**Spring 2010**  
**ENG301- Business Communication (Session - 4)**

**Time: 60 min**  
**Marks: 35**

<b><u>Student Info</u></b>	
<b><u>StudentID:</u></b>	—
<b><u>Center:</u></b>	<b><u>OPKST</u></b>
<b><u>ExamDate:</u></b>	<b><u>5/29/2010 12:00:00 AM</u></b>

<b><u>For Teacher's Use Only</u></b>									
<b><u>Q No.</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>	<b><u>6</u></b>	<b><u>7</u></b>	<b><u>8</u></b>	<b><u>Total</u></b>
<b><u>Marks</u></b>									
<b><u>Q No.</u></b>	<b><u>9</u></b>	<b><u>10</u></b>	<b><u>11</u></b>	<b><u>12</u></b>	<b><u>13</u></b>	<b><u>14</u></b>	<b><u>15</u></b>	<b><u>16</u></b>	
<b><u>Marks</u></b>									
<b><u>Q No.</u></b>	<b><u>17</u></b>	-	-	-	-	-	-	-	
<b><u>Marks</u></b>									

**Asslam O Aikum**

**Eng 301 MIDTERM PAPERS Solved by Afaaq Shani bhai n Adeel**

**Remember Us In Your Prayers**

**Best regard's**

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**If u like me than raise your hand with me**

**If not than raise ur standard**

**That's about me ... !**

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

**Memo is the short form of:**

► **Mamorandum**

- Memory
- Memorial
- Momentom

**Question No: 2 ( Marks: 1 ) - Please choose one**

If a customer omits necessary information on an order, the company cannot process, this is called:

► **Incomplete or vague order**

- Complete and clear order
- Order for out-of-stock items
- Clear orders

**Question No: 3 ( Marks: 1 ) - Please choose one**

A contract of selling and purchasing services is called:

- A credit letter
- A collection letter
- **An order letter**
- A sales letter

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

Communication is ----- way process.

► **Two**

- Four
- Three
- Five

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

Personal space varies according to:

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

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

Using 'stoled', instead of stolen is which type of expression?

- Substandard
- **standard**

- ▶ appropriate
- ▶ good

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

The way you ----- your message makes it clear whether your reader will respond favorably or unfavorably to the message.

- ▶ begin
- ▶ end
- ▶ write
- ▶ conclude

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

-----means judging other people or countries by the cultural standards of your group.

- ▶ Ethnography
- ▶ Anthology
- ▶ Anthropology
- ▶ **Ethnocentrism**

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

A basic principle of communication is that the symbols the sender uses to communicate messages must have the same meaning in both the sender's and receiver's minds. You can never be sure that the message in your mind will be clearly sent to your receiver.

The following statement shows which one of the barriers:

- ▶ **Semantic barriers**
- ▶ Physical Barrier
- ▶ Psychological barriers
- ▶ Barriers involving values attitudes etc

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

It contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs,

experience, attitude, status and emotions. A message brings desired result. It does a better job of building goodwill.

Match this statement with one of the following principles of communication:

\_\_\_\_\_

- \_\_\_\_\_ ▶ Conciseness
- \_\_\_\_\_ ▶ Courtesy
- \_\_\_\_\_ ▶ **Consideration**
- \_\_\_\_\_ ▶ Completeness

\_\_\_\_\_ **Question No: 11 ( Marks: 2 )**

Mention three specific ways to indicate consideration.

\_\_\_\_\_ **Question No: 12 ( Marks: 2 )**

What is persuasive request?

\_\_\_\_\_ **Question No: 13 ( Marks: 3 )**

Explain the following points in replies to persuasive requests.

1. Start with a Cheerful "Yes"
2. Confirm Details of the Request and Acceptance

\_\_\_\_\_ **Question No: 14 ( Marks: 3 )**

Name standard parts of a business message.

\_\_\_\_\_ **Question No: 15 ( Marks: 5 )**

Write a short note on clarity.

\_\_\_\_\_ **Question No: 16 ( Marks: 5 )**

Your company has received an order for three dozen spark plugs. You need to write an acknowledgement letter. Write only the body of this letter.

\_\_\_\_\_ **Question No: 17 ( Marks: 5 )**

Elucidate the five planning steps involved in the process of preparing effective business messages.

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