MIDTERM EXAMINATION
Spring 2010
ENG301- Business Communication (Session - 2)

Time: 60 min
Marks: 35

Student Info	
StudentID:	
Center:	OPKST
ExamDate:	5/28/2010 12:00:00 AM

For Teacher's Use Only

Q No.	1	2	3	4	5	6	7	8	Total
Marks									
Q No.	9	10	11	12	13	14	15	16	
Marks									
Q No.	17								
Marks									

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

Facial expressions, such as frowns or smiles, are ---------------- forms of communication.

► Verbal
► Non-verbal
► Written
► Verbal and non verbal

Question No: 2   (Marks: 1)   - Please choose one
When do we write get-well letters?

► A personal friend or business acquaintance is ill
► The manager of the company suffers loss
► A company opens new branch.
► A company invites applications

Question No: 3   (Marks: 1)   - Please choose one
Letters refusing orders call for the indirect plan or the---------------- approach.

► Sandwich
► Burger

► Neutral
► Negative

Negative

Question No: 4   (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: 5   (Marks: 1)   - Please choose one
Artifact objects are used in which type of messages?

► verbal
► Non-verbal

► Written
► Oral and written

Question No: 6　(Marks: 1)　- Please choose one
Personal space varies according to:

► Situation
► **Culture, status**
► Medium
► Channel

Question No: 7　(Marks: 1)　- Please choose one
Which one is the aspect of life styles of the country?

► Position of the family
► **Social and economic levels**
► Business hours
► All the above

Question No: 8　(Marks: 1)　- Please choose one
Inside the organization, how many flows are working?

► One
► Two
► **Three**
► Four

Question No: 9　(Marks: 1)　- Please choose one
Which of the following parts are related to business letters?

► Heading
► Date
► Inside address, salutation

► All of the above

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

An attachment notation is included to remind the reader to check for additional pages of information. This is typed single or double space below the reference initials.
Match the above statement with one of the followings:

► Enclosure(s)
► Copy Notation
► Postscript
► Attention line

Question No: 11 (Marks: 2)

In order letter, explain this point, 'Give the Information in a Clear Format'.
Ans:
    This means that you have to write separate and single space paragraph for each item and make double space between paragraphs.
This means that you have to make order in tabular form in which the numbers ,items, prices are given. So tabular form is clear than writing information in a paragraph form or sentence form.

Question No: 12 (Marks: 2)

Name some national variables mentioned in intercultural communication model.
Ans:

National variables:

Education
Politics
Social norms
Language
Economics
Regulations

Question No: 13 (Marks: 3)

Write a format of a letter in full block form.

Ans: **Full Block:** This format is the most modern form. in this type all the essential parts are started from left hand side. In type open Punction is used. This form save the time than other form

 Format is given below.

Heading or Letter Head	Al Falah street, Abu Dhabi, Uae.
Date	May28,2010.
Inside Address	The Genral manager, Mansour Pharmacy, Islamabad.
Salutation	Dear ali.
Body	.
Complimentary Close	Your sincerely,
Signature Area	Ahmad, Sales Manager .
Reference Initial	Ma/na

Question No: 14   (Marks: 3)

Describe miscellaneous formal and informal salutations used in a letter.

Ans: Salutations used in Formal are:

Sir, Madam, My dear sir , My dear madam,Mr.ali, Dear sir , dear madam These are used in formal form

Informal salutations used in a letter:

My dear Ahmad, My dear naglla ahmad, Dear Rashid

Question No: 15   (Marks: 5)

Your attitude is very important in order to understand reader's point of view. Discuss.

Question No: 16   (Marks: 5)

What are different error categories in the correctness principle? Discuss.

Ans: the following are the errors which should be checked for Correctness.

  Correctness:at the core of correctness:
1) Spelling
2) Grammar
3) Punctuation
4) Use the right language
5) Check accuracy of words, figures
6) Maintain acceptable writing mechanics
7) Use of a,e .i,o,u correctly
8) Formal writing is associated with scholarly writing
9) While informal writing is usually used in business writing.

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Question No: 17   (Marks: 5)

Write a note on basic components that make up an email system.

Ans:
  Basic components that make up an email system are given below:

1) User:
   These are usually people but may be computer application

2) Messages
   These are the information which is send by one user to another

3) Protocols: which describe the structure of the message
   Each email system use a protocol which describe the structure of the message such as TO, subjects and from

4) Sender's and recipient's address:
    These parts include addresses of both sender and receiver.

5) Gateways.
   When a message is pass from one user to another user it must pass through a gateway to delivered

6) Value-added networks: These are the public telecommunication such as PTCL

7) Messaging Transport
> Software which transport a message from one system to another.

8) Directory system
This contain names, addresses sometimes information about each user, to whom you need to send the message.

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Eng 301 MIDTERM PAPERS <u>Solved by Afaaq Shani bhai n Adeel</u>
Remember Us In Your Prayers
Best regard's
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0346-5329264
If u like me than raise your hand with me
If not than raise ur standard
That's about me … !