

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

Ref No:
Time: 60 min
Marks: 35

Student Info	
StudentID:	
Center:	OPKST
ExamDate:	5/26/2010 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									

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

The essence of-----is making a sale.

- ▶ Persuasion
- ▶ Inquiry
- ▶ Concession
- ▶ **Sale**

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

An effective way of maintaining communication with employees is to monitor:

- ▶ Feedback
- ▶ **Behavior**
- ▶ Environment of the company
- ▶ Situation

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

Personal space varies according to:

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

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

A machine scans a printed page, converts it to a signal, and transmits the signal over a telephone line to a receiving machine. Although they have been available for many years, until recently they were slow and expensive.

These are called:

- ▶ Groupware
- ▶ Teleconferencing
- ▶ **Faxes**
- ▶ Voice Mail

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

AIDA plan stands for:

- ▶ **Attention, Interest, Desire, Action**
- ▶ Authority, Interest, Disclose, Accuracy
- ▶ Accuracy, Internal, Diction, Attention
- ▶ Action, Interest, Desire, Authority

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

When your message contains all the facts, the reader or the listener needs, it is called:

- ▶ **Complete**
- ▶ Considerate
- ▶ Courteous
- ▶ Clear

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

Which one is not related to close paragraph?

- ▶ Make Action
- ▶ Keep Last Paragraph Concise and Correct
- ▶ End on a Positive, Courteous Thought
- ▶ **Make a refusal statement**

Question No: 8 (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: 9 (Marks: 1) - Please choose one

Clarity is achieved in part through a balance between

.....

- ▶ **Precise and familiar language**
- ▶ Complex and difficult language
- ▶ Easy and simple language
- ▶ Rough and tough language

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

Advancement in technology has brought changes in the business market.

Which one is not correct from the following:

- ▶ increased demand of things.
- ▶ made communication easy.
- ▶ increased market competition.
- ▶ **ignored local markets.**

Question No: 11 (Marks: 2)

Write down names of standard parts of a business letter.

Heading, date, inside address, body, salutation, complementary close, signature and reference section

Question No: 12 (Marks: 2)

Which points should be kept in mind while writing get-well soon and sympathy letters.

Answer:

When a personal friend or a business colleague is ill, a letter from you is welcome. If the illness is not serious and recovery is expected, a humorous get-well card or a cheerful, happy letter can be written.

If the illness is serious or the person is getting over a major operation, the the

person will not be in a mood for jokes!

Mention once at the beginning of the letter how sorry you are that the person is ill. Then talk about a normal life.

Question No: 13 (Marks: 3)

What is direct approach?

Question No: 14 (Marks: 3)

Explain Letterhead of Business message and name its different parts.

Answer:

A letterhead is a printed paper with the name and address of a person or organization. It occupies not more than 2 inches at the top of the page.

Following are the different parts of letterhead

Name

Address

telephone number

Fax number

Type of business

Name of manufacturing unit / corporate office etc.

Question No: 15 (Marks: 5)

Environmental factors can greatly affect the process of communication'. Discuss.

Answer:

Organizations give consideration to office space, factory area and layout, the sales area and conference venues. The environment put people at ease and match their expectations; an uncomfortable environment can produce 'noise' that causes communication barriers and interferes communication process.

Therefore desire for privacy, familiarity and security, need to be satisfied.

Careful design of the working area meet these needs and in so doing improve communication, productivity and morale.

Light, colour, tables, chairs, desks, temperature, plants, sound, artwork, and wall coverings all have a good impact on people about the image of organization.

Question No: 16 (Marks: 5)

'When a message is vivid, definite and specific, it conveys meaning effectively'.

Discuss the importance of concreteness in business message.

Answer:

Concreteness means "a message should be vivid, definite and specific"

If message convince the reader than sender will get the reply and feed back
And if a message lacks the qualities, it will be vague and general and it may
be ignored by the reader.

Concrete facts and figures make the reader to know exactly what is required
or desired by the sender.

Example: if some information to be given regarding decision.

The chief executive decided” is clearer than “A decision has been made.”

A positive messages always leaves positive signs on the reader.

Question No: 17 (Marks: 5)

Write a detailed note on buffer.

Answer:

Buffer is defined as “its a statement, that helps to bring the reader in a positive
frame of mind, and message becomes readable and easy to understand for the
reader. To give bad news, messages begin with a buffer. But “Buffer” should be
neutral in tone. Try to avoid misleading the reader to think that the message is
good.

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