

Eng301 important MCQs + past paper solved objective questions for
Mid term 2017

- 1) **Why do we communicate?**
 - a) To initiate some action
 - b) To impart information, ideals attitudes, beliefs or feelings
 - c) To establish, acknowledge or maintain links or relations with other people
 - d) **All**
- 2) **The word communication means?**
 - a) the act or process of giving or exchanging of information
 - b) signals, or messages as by talk
 - c) gestures or writing
 - d) **all**
- 3) **Imparting information, ideas, attitudes, beliefs and feelings may have any number of specific purposes**
 - a) Creating awareness Creating
 - b) understanding and Persuading
 - c) Influencing others
 - d) **all**
- 4) **In ancient world, both the East and the West, depended on?**
 - a) **oral communication**
 - b) written communication
 - c) gesture communication
 - d) both a and b
- 5) **Presenting yourself through your communication will project a favorable image as well as promote successful business operators?**
 - a) Internally
 - b) Externally
 - c) Deceptively
 - d) **a and b**
- 6) **To exchange information within and outside the organization we use a variety of ----- form/forms of communication that carry the flow of information.**
 - a) Formal
 - b) Informal
 - c) Internal
 - d) **Both a and b**
- 7) **----- takes place between peers in organizations in order to solve problems, perform job duties, prepare for meetings, and cooperate on important projects.**
 - a) **Horizontal flow**
 - b) Upward Flow
 - c) Downward Flow
 - d) linear flow
- 8) **Communication that takes place outside the organization is called? No option.**
Ans: external communication
- 9) **Internal stimuli have effect on how you translate ideas into;**

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- a) **Message**
b) Language
c) Context
d) both a and b
- 10) While sending a message, you are the:
a) **The encoder**
b) The writer
c) Speaker
d) All
- 11) According to the Rhetorical Theory communication is not linear, but-----?
a) Dynamic
b) **circular**
c) static
d) all
- 12) According to the Rhetorical Theory producing response; not static, but-----?
a) Circular
b) Static
c) Linear
d) **Dynamic**
- 13) It means the way by which a message is communicated in the-----?
a) **Medium/Channel**
b) Message
c) Context
d) Oral Communication
- 14) The communication inside the organization is called?
a) Upward communication
b) Downward communication
c) Digital communication
d) **Internal communication**
- 15) The most formal way of communication is?
a) **Verbal communication**
b) Oral communication
c) Digital communication
d) Non verbal communication
- 16) Communication is the “-----” of every organization.
a) Key to success
b) **Lifeline**
c) Culture
d) All
- 17) In fact, perhaps the most important difference between business communication and other forms of communication is this?
A) Size
-

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B) circular quality

C) age

D) all

18) Transmitting a message from a sender to a receiver is?

a) Electronic Theory

b) Social Environment Theory

c) Rhetorical Theory

d) a and c

19) Define Electronic Theory?

The message is *transmitted* as a signal (marks on paper or sound waves) through a channel, where it may be distorted by *noise* (such as smudged typing or acoustical problems). As a last step, the receiver (listener or reader) *decodes* the message.

20) Which of the following encodes message into words and sentences?

a) Writer

b) Speaker

c) Both a and b

d) Non

21) Which of the following can cause problems in conveying your meanings?

a) Cultures

b) Countries

c) Extra Language's expirations

d) A and b

22) The message sender's meaning and response of the receiver's response is affected by which of the following effects?

a) Semantic barriers

b) Physical Barrier

c) Psychological Barrier

d) All of the above

23) The dictionary definition of a word is?

a) Denotation

b) Denotation

c) Non of these

d) Both a and b

24) Denotative meanings ----- without indicating positive or negative qualities.

a) name objects

b) people

c) events

d) all

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25) A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is,

- a) qualitative judgments
- b) personal reactions
- c) non of these
- d) both a and b

26) What are physical barriers? Define and berrify in three lines at least?

Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

27). In our daily interaction with others, we make ----- of the world around us.

- a) Abstractions
- b) inferences
- c) evaluations
- d) All

28) Selecting some details and omitting others is a process called----- And Slanting is unfair in ----- reporting.

- a) Abstracting, factual
- b) Inferring, factual
- c) Necessary Inferences, factual
- d) Inferring, Necessary Inferences

29) A receiver's attitude toward a message can determine whether it is -----?

- a) Accepted
- b) rejected
- c) approved
- d) a and b

30) Communication consists of----- that part of a message that is not encoded in words is?

- a) Verbal Communication
- b) non-verbal Communication
- c) Non-electrical Communication
- d) None of the above

31) How many types of non-verbal communication are?

- a) 2
- b) 3
- c) 4

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Hafiza Mubeen, Muhammad Nouman, Usman Rubani and Shahzadi Shahzadi

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- d) 5
- 32) -----communication is behavior that is common to humankind. It shows happiness, sadness or deep-seated feelings – for example, a smile or tears
- a) Personal nonverbal communication
 - b) common nonverbal communication
 - c) universal nonverbal communication
 - d) Unrelated nonverbal communication
- 33) People communicate nonverbally with -----?
- a) body movement
 - b) personal relationship behaviors
 - c) writing documents
 - d) both a and b
- 34) How many aspects of non-verbal communication?
- a) 4
 - b) 5
 - c) 6
 - d) 7
- 35) Which of the following is not included in Voice Qualities?
- a) Pitch range
 - b) Pitch control
 - c) Rhythm control
 - d) Gestures
- 36) The example(s) of Vocal Qualifiers are;
- a) Intensity
 - b) pitch height
 - c) sounds
 - d) both a and b
- 37) Proximity means in terms of physical space is which of the following?
- a) Nearness
 - b) Closeness
 - c) Closer
 - d) Belongings
- 38) Research has shown that Australians speaking to acquaintances or work colleagues leave about space of----- between themselves and the other person?
- a) an arm's length
 - b) half an arm
 - c) an elbow's length
 - d) none of these
- 39) If you decide you will not bother about personal appearance or clothes, others will

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read this message as part of your-----?

- a) nonverbal communication
- b) verbal communication
- c) A and b
- d) Non of these

40) In some European countries where punctuality is -----?

- a) Highly regard
- b) Low regard
- c) Middle regard
- d) No matter

41) In Perception the communicators are able to predict what?

- a) They are able to predict how you will receive their message
- b) They anticipate your reaction and shape the message accordingly
- c) They read your response correctly and constantly adjust to correct any misunderstanding
- d) All of the above

42) Which of the following is not included in the control?

- a) calm down
- b) change your mind
- c) take action
- d) Response to any message

e) Effective communicators overcome the main barriers of communication by.

43) Effective communicators overcome the main barriers of communication by-----?

- a) Creating their messages carefully
- b) Minimizing noise in the transmission process
- c) Facilitating feedback
- d) All of the above

44)-----means getting your message across so that the receiver will understand what you are trying to convey?

- a) Clarity
- b) Conciseness
- c) Consideration
- d) Concreteness

45) Clarity is achieved in part through a balance for which of the following language?

- a) Precise language
- b) Familiar language
- c) Condensational language
- d) A and b

46) Which one of the following is an example of complex word?

- a) Many people
- b) A substantial segment of the population

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- c) At a later date
d) Arrived at the conclusion
- 47) Which of the following is/are some of the more popular clichés; use them sparingly—only when you're sure they best express your intent?
- a) Break the ice
b) By leaps and bounds
c) By rule of thumb
d) all of the above
- 48) The correctness principle is more than?
- a) Proper grammar
b) Punctuation
c) Spelling
d) All
- 49) If you write 2000 where you were supposed to write 200 which one of the following type of mistake it will be?
- a) Facts and figures
b) Punctuation and capitalization
c) in the level of Language
d) a and b
- 50) In informal writing, we use words that must be are;
- a) Short
b) Familiar
c) Conversational
d) all of the above
- 51) At the core of correctness there should be proper-----?
- a) Grammar
b) Punctuation and Spelling
c) Pronunciation
d) A and b
e) A, b and c
- 52) Which of the following is more formal word?
- a) Participate
b) Join
c) Get
d) Try
- 53) Which of the following is more appropriate word?
- a) Can hardly
b) Can't hardly

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- c) Aim at prove
d) A and c
- 54) Which of the following is/are the example of Concise?
a) We are grateful and appreciative
b) I want to take this opportunity to tell you that we are grateful to you
c) Thank you
d) All of the above
- 55) Unnecessary repetition leads to-----?
a) Oneness
b) Unity
c) Dullness
d) A and b
- 56) Which of the following is suggestion for producing a courteous tone?
a) Be sincerely tactful, thoughtful, and appreciative
b) Use expressions that show respect
c) Choose nondiscriminatory expressions
d) All of the given
- 57) How many specific ways to indicate consideration are:
a) Two
b) Three
c) Four
d) Five
- 58) For completeness, which of the following guideline would keep in mind?
a) Provide all necessary information
b) Answer all questions asked
c) Give something extra when desirable
d) All of the above
- 59) Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be:
a) Vague
b) Vague
c) Explicitly
d) both a and b
- 60) Why we use active verbs in communication?
a) To make writing forceful
b) To make more interesting to read or hear

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- c) To make statements more convenient
d) A and b
- 61) "This office collects bad debts" is the grammatical example of:
a) Action in the verb
b) Action in infinitive
c) Action in noun
d) A and c
- 62) The Life styles of the Country included:
a) Social and economic levels
b) Land and climate
c) Position of the family
d) a and c
- 63) Thus employees must understand other cultures as well as their own countries?
a) Ethnic diversity
b) Education
c) Economy
d) Religion
- 64) Define Concreteness? No option.

Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. To achieve concreteness, denotative words will be used instead of connotative words. By using concrete facts and figures, you can make your reader know exactly what is required or desired.

65) Define Consideration?

Consideration means writing every letter with your reader in mind. It also means acting on the 'you attitude'. When we put ourselves in our reader's place, we are considerate. We can understand our reader's desires, problems, circumstances and emotions.

66) Define Courtesy?

Courtesy does not mean the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it is politeness that grows out of respect and concern for others. Courtesy is a quality that enables a request to be refused without killing all hope of future business

67) Define Conciseness?

To avoid wordy expressions, use single words whenever possible. For example avoid repeating name and using short name and words.

68) Which of the following included in Individual Cultural Variables?

- a) Food

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- b) Accepted Dress
 - c) Space
 - d) All of the above
- 69) Which of the following included in National Cultural Variables
- a) Education
 - b) Economics
 - c) Politics
 - d) All of the above
- 70) What is the percentage of Oral Communication between US and Asia?
- a) 79.5% , 71.8%
 - b) 78.5% , 81.7
 - c) 79% , 69%
 - d) 77.5 , 69.5
- 71) Who are the time-precise?
- a) Americans
 - b) Latin American and the Middle East people
 - c) Germans
 - d) all
- 72) It most American businesses men wear the business suit whereas women wear dressed or tailored suits. Some British people might still wear the bowler along with a dark suit and carry an umbrella. In Middle East are----- acceptable?
- a) long cotton coat
 - b) any kind of dress
 - c) pent coat
 - d) their traditional and old fashioned dress
- 73) Read the statement carefully and mark it as true or fall “We wish to get to the point – fast, “Getting down to business” is a trait of the western culture”
- a) True
 - b) fall
- 74) If you have bad news, begin your message with a -----?
- a) Buffer
 - b) Proof
 - c) Announcement
 - d) evidence
- 75) Composing is the process of----- your message?
- a) Drafting
 - b) Shuffling
 - c) Stifling
 - d) All of the above
-

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- 76) A good company uses a paper which is most often at least 25 percent cotton content. Its quality is usually 20-pound weight. The standard size is 8½ by 11 inches. Some legal firms use----- inches?
- a) 8½ by 14
 - b) 8½ by 13
 - c) 8½ by 12
 - d) 8½ by 10
- 77) A letterhead is a printed paper with the name and address of a person or organization. Modern letterheads usually occupy no more than —— at the top of the page.
- a) 1 inch
 - b) 2 inches
 - c) 2.5 inches
 - d) 3 inches
- 78) Write down the Standard Parts of the Letter?
- Ans is
1. Heading
 2. Date
 3. Inside address
 4. Salutation
 5. Body
 6. Complimentary close
 7. Signature
 8. Reference Section
- 79) The inside address should begin with the addressee's name preceded by a courtesy and/or professional title. It is written two spaces below the date on the-----?
- a) Right-hand margin
 - b) left hand margin
 - c) at the center
 - d) non of these
- 80) which one of the following is the most formal one for expression of courtesy to put your reader in a friendly frame of mind?
- a) Sir,
 - b) My dear sir,
 - c) Dear sir,
- 81) If it begins with a personal name Dear Mr. Khan, it will close with _____ word/words.
- a) "Yours sincerely", Yours truly or cordially
 - b) Yours faithfully
 - c) Best regards/wishes
 - d) Yours Obediently
- 82) To send a letter direct to a person or department, ----- is used especially when we don't know a Particular person or know only the person's surname
- a) attention line
 - b) subject line

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- c) special line
d) direct line
- 83) When persons other than the addressee will receive a copy of the message, it is noted by writing ----- followed by the names of these persons just below the reference initials or the enclosure notation.
- a) C copy
b) PC copy
c) CC copy
d) All Of the above
- 84) Written messages to persons outside the organization are business letters. Appearance of the letter conveys-----that affects a reader's attitude.
- a) Verbal impartation
b) non-verbal impression
c) circular impression
d) linear impression
- 85) Nowadays firms use which of the following type style and format of letters?
- a) The Block-form / Modified – Block
b) Full-Block
c) The Semi-Block and AMS
d) All
- 86) In which of the following type or format of letters inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page.
- a) Full Block
b) The Semi-Block
c) AMS (Administrative Management Society)
d) The Block-form / Modified – Block
- 87) Which format is considered to be the most modern? All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.
- a) Full Block
b) The Semi-Block
c) AMS (Administrative Management Society)
d) The Block-form / Modified – Block
- 88) Which format of letters is much used in Pakistan?
- a) Full Block
b) The Semi-Block
c) AMS (Administrative Management Society)
d) The Block-form / Modified – Block
- 89) In which format of letters Heading, date, complimentary close and signature sections begin at the horizontal of the page or are placed so that they end near the right-hand margin. First line of each Paragraph is indented five to seven spaces. Only

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closed form of punctuation is used in this form. This letter style is attractive on the page.

- a) Full Block
 - b) The Semi-Block
 - c) AMS (Administrative Management Society)
 - d) The Block-form / Modified – Block
- 90) AMS (Administrative Management Society) format has been in use since-----?
- a) 1950
 - b) 1960
 - c) 1850
 - d) 1060
- 91) How many punctuation styles used in letters also define them?

There are three punctuation styles;

1. Close Punctuation

Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. Standard Punctuation

No line of heading or inside address is punctuated. After salutation and complimentary close a comma is Placed.

3. Open Punctuation

It requires no punctuation even after the salutation and the complimentary close.

- 92) Subscribers to electronic mail services are called what?
- a) Users
 - b) E-mailers
 - c) E-mail operators
 - d) All of the above

93) Define protocol?

Each email system uses a protocol that describes the structure of the message, generally with a header of TO; FROM and SUBJECT; followed by the body, which may include text, images, graphics, Video and audio.

94) Valued-added Networks (VANs) are public telecommunication companies, such as -----, that handle email services to users for a fee.

- a) AT&T
- b) PTCL
- c) Both a and b
- d) Non

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95) A CD-ROM can store more than -----pages of text.

- a) 1,000
- b) 10,000
- c) 100,000
- d) 1,000,000

96) "When you say yes to an inquiry or request" you must use which type of the following plane/planes?

- a) direct plane
- b) indirect plane
- C) all of the above
- D) none of these

97) Open your letter with the good news that will make your reader-----?

- A) satisfy
- B) pleasant
- C) Happy
- D) surprised

98) When you are saying no to an inquiry or request you are using the-----

Plan delivering the -----gently and tactfully.

- A) direct, bad news
- B) indirect, bad news
- C) direct, a news
- D) indirect, a news

99) -----is a contract of selling and purchasing or services.

- A) an order letter

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- B) services letter
- C) marketing letter
- D) permission letter

100) What is the abbreviation of "Future Business Letters of Pakistan"?

- A) FLP
- B) FBLP
- C) FBLOP

101) ----- Letters are written for many occasions. The message may be morale builders.

- A) well come letters
- B) recommendation letters
- C) Inquiry letters
- D) all of the above

102) Define purchase order?

Many companies use special for ordering merchandise or services. They may used their own, called a perches order.

103) Write down the two necessary guidelines for writing the general request and inquiries?

1. Use common courtesy in your request-ask rather than demand
2. Include all the information recipients will need in order to give you maximum help, but don't waste the readers' time with irrelevant details.

104) In the lesson "Inquiries and general request" which letter meets the both of the guidelines?

- A) letter A
- B) letter B
- C) letter C
- D) B and C

105) While making requests for appointments include W's and H, I.e. -----?

- A) day, date, time, place
- B) day, date, time, place, applicants
- C) Day, time, applicants
- D) Only the specific day

106) In an inquiry request the writer asks for which the following?

- A) information about products

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- B) information about services
- C) information about the institution

D) a and b

107) What is a persuasive request?

A request for cooperation, gifts, or favors, without any intention to buy or sell, is a persuasive request. This type of letter attempts to persuade the reader to spend time or money or to go to some trouble to help the writer – usually without benefit to the reader.

108) Which one is not the component of communication process from the followings?

- a) Sender/encoder
- b) Message, medium
- c) Receiver/
- d) -visual and technological**

109) Message Communicator Audience As “sender” Noise as” receiver”

This model represents which theory of communication?

- a) Social environment theory
- b) General theory
- c) Rhetorical theory
- d) Electronic theory**

110) ----- type of flow takes place between peers in organizations in order to solve problems.

- a) Horizontal**
- b) Downward
- c) Upward
- d) Circular

111) Which one of the followings is not the purpose of communication?

- a) To initiate some action
- b) To impart information, ideas, attitudes, beliefs or feelings
- c) To establish, acknowledge or maintain links or relations with other people
- d) To make the people fool and sell your products.**

112) Writing became more important as a permanent record of communication in which era?

- a. Greek
- b. Medieval and Renaissance**
- c. Late 20s
- d. none of above

113) The study of word choice is called?

- a) Linguistics

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- b) Psychology
c) semantics
d) rhetoric
- 114) Which one of the subjects is not the part of communication?
a) Semantics (the study of word choice)
b) Composed & Solved
c) Rhetoric (the study of writing and speaking effectively)
d) Geology
- 115) What is the main idea that you wish to communicate?
a) Message
b) Medium
c) Context
d) Feedback
- 116) While sending the message, you are _____?
a) Decoder
b) encoder
c) decoder and encoder
d) initiator
- 117) An exchange of information within an organization is called:
a) Internal communication
b) External communication
c) Horizontal communication
d) Vertical communication
- 118) The study of language is called?
a) linguistics
b) sociology
c) semantics
d) Rhetoric
- 119) The study of writing and speaking effectively is called?
a) Linguistics
b) rhetoric
c) Comprehension
d) Semantics
- 120) Communication is _____ way process
a) One
b) Two
c) Four

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- d) Six
- 121) What is the more formal way of communication?
- a) Written communication
 - b) Oral communication
 - c) Non-verbal communication
 - d) Effective communication
- 122) AIDA plan stands for:
- a) Attention, Interest, Desire, Action
 - b) Authority, Interest, Disclose, Accuracy
 - c) Accuracy, Internal, Diction, Attention
 - d) Action, Interest, Desire, Authority
- 123) Format is considered to be the most modern. All essential parts in this form are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.
- Match the above with one of the followings:
- e) The Block-form / Modified – Block
 - f) Full-Block
 - g) The Semi-Block
 - h) AMS (Administrative Management Society)
- 124) Before writing a message, which of the following steps are necessary for effective communication?
- a) Define the purpose of the message.
 - b) Analyze your audience – readers or listeners, outline – organize – your message.
 - c) Choose the ideas to include, collect all the facts to back up these ideas.
 - d) All of the above
- 125) In order to understand verbal and nonverbal communication which of the following things should we do?
- e) Accept cultural differences
 - f) Studying your own culture
 - g) Learn about other cultures
 - h) All of the above
- 126) It refers to the behavioral characteristic, typical of a group, it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Match this statement with one of the following concepts:

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- a) Culture
b) Communication
c) Social lag
d) Norms
- 127) They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not. Good communicators command your respect and goodwill. You are willing to work with them again, despite their differences. Match the above statement with one of the followings:
a) Precision
b) Credibility
c) Control
d) Congeniality
- 128) Intensity (loud/soft); pitch height (high/low) represent which one of the followings:
a) Vocal characterizers
b) Vocal Qualifiers
c) Vocal Segregates
d) Vocal barriers
- 129) Message
- | | | |
|--------------|-------|---------------|
| Communicator | Noise | Audience |
| As "sender" | | as "receiver" |
- This model represents which theory of communication?
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b) General theory
c) Rhetorical theory
d) Electronic theory
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a) Semantics (the study of word choice)
b) Linguistics (the study of language)
c) Rhetoric (the study of writing and speaking effectively)
d) Geology
- 131) Selecting some details and omitting others is a process called:
a) Abstracting
b) Extracting
c) Attracting
d) Fascinating
- 132) What is the main idea that you wish to communicate?
a) Message
-

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- b) Medium
c) Context
d) Feedback
- 133) While sending the message, you are _____?
a) decoder
b) encoder
c) decoder and encoder
d) initiator
- 134) Recommendation letter provides:
a) Suggestion
b) Information
c) Advice
d) Material information
- 135) When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for:
a) Indirect approach
b) Direct approach
c) Neutral approach
d) Modern approach
- 136) Demographic changes have something to do with:
a) Population
b) Culture
c) Environment
d) Situation
- 137) Memo is the short form of:
a) Memorandum
b) Memory
c) Memorial
d) Momentum
- 138) Before writing a message, which of the following steps are necessary for effective communication?
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c) Choose the ideas to include, collect all the facts to back up these ideas.
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- a) Accept cultural differences
 - b) Studying your own culture
 - c) Learn about other cultures
 - d) All of the above
- 140) Which one is the aspect of life styles of the country?
- a) Position of the family
 - b) Social and economic levels
 - c) Business hours
 - d) All the above
- 141) It is that part of language associated with but not involving the word system. It consists of the voice qualities and vocalizations that affect how something is said rather than what is said. Select one which is true from the followings.
- a) Kinesics behavior
 - b) Paralanguage
 - c) Proximity
 - d) Artifacts
- 142) Which one is not the component of communication process from the followings?
- a) Sender/encoder,
 - b) Message, medium,
 - c) Receiver/decoder, feedbacks.
 - d) Audio-visual and technological
- 143) A formal style is characterized by more----- sentences.
- a) simple
 - b) complex
 - c) easy
 - d) short
- 144) All seven C's can be applied to:
- a) Oral and written communication
 - b) Written and non verbal communication
 - c) Oral and verbal communication
 - d) Effective business communication
- 145) In which communication expressions are not encoded in words?
- a) Non-verbal
 - b) Verbal
 - c) Written
 - d) Verbal and written
- 146) An effective way of maintaining communication with employees is to monitor:

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- a) Feedback
b) **Behavior**
c) Environment of the company
d) Situation
- 147) ----- type of flow takes place between peers in organizations in order to solve problems.
a) **Horizontal**
b) Downward
c) Upward
d) Circular
- 148) In refusal letter, at which place do we give explanation of the refusal?
a) Beginning
b) **Middle**
c) End
d) Between beginning and middle
- 149) \-----allows several people to use software at the same time to create documents, keep track of projects.
a) Software
b) **Groupware**
c) E-mail
d) Network
- 150) A person should follow which one of the the following characteristics while writing an email?
a) **Concise, clear and polite**
b) Verbose, rude and harsh
c) Impolite and having negative tone
d) Moderate
- 151) Even the salutation and the complementary close have no punctuation in:
a) **Open punctuation**
b) Standard punctuation
c) Close punctuation
d) Long punctuation
- 152) ----- is a printed paper with the name and address of a person or organization
a) **Letterhead**
b) Letter pad
b) Leaflet

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- c) Document
- 153) Which one of the followings is not aspect of the AIDA plan?
- a) Attention
 - b) Interest
 - c) Desire and action
 - d) Skill
- 154) It has been in use since 1950. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals. Match the above with one of the followings:
- a) The Block-form / Modified – Block
 - b) Full-Block
 - c) The Semi-Block
 - d) AMS (Administrative Management Society)
- 155) It does not mean that the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it grows out of respect and concern for others. It is a quality that enables a request to be refused without killing all hope of future business. Match this statement with one of the following principles of communication:
- a) Conciseness
 - b) Courtesy
 - c) Consideration
 - d) Completeness
- 156) Which one of the followings is not the purpose of communication?
- a) To initiate some action
 - b) To impart information, ideas, attitudes, beliefs or feelings.
 - c) To establish, acknowledge or maintain links or relations with other people.
 - d) To make the people fool and sell your products.
- 157) Globalization means that for a Company to survive, it must establish markets not only in its own country but also in-----
- a) two countries
 - b) six countries
 - c) many countries
 - d) the whole world
- 158) The last paragraph should be----- for an effective business message.
- a) concise, correct
 - b) long, concrete

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- c) long, verbose
d) concise, long
- 159) To communicate easily and effectively with your readers, how many number of principles of communication are applied:
a) Nine
b) Seven
c) Eleven
d) Six
- 160) In----- characteristics such as body shape, body odors and skin color are included.
a) Mental
b) Physical
c) Spiritual
d) verbal
- 161) Selecting some details and omitting others is a process called:
a) Abstracting
b) Extracting
c) Attracting
d) Fascinating
- 162) A letter that completes a valid contract between a buyer and a seller is called:
a) An order letter
b) An acknowledgement letter
c) An inquiry letter
d) A sales letter
- 163) As good-news plan is similar to direct-request plan, so is persuasive plan to----- plan.
a) good news
b) bad news
c) pleasant news
d) moderate news
- 164) ----- is often effective for getting a motivational message out to a large number of people.
a) Groupware
b) Videotape
c) Software
d) Teleconferencing
- 165) Communication is the process by which individuals share:

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- a) **Coordinate activities, and make decisions**
b) Body movements
c) Techniques
d) Skills
- 166) 'AMS' is the abbreviation of:
a) **Administrative Management Society**
b) Alcholic Member Society
c) Advanced Management Society
d) Asian Management Society
- 167) Sometimes an extra message is added at the end of a letter and is known as:
a) **Postscript**
b) Attention line
c) Subject line
d) Copy notation
- 168) -----is included to remind the reader to check for additional pages of information.
a) Copy of notation
b) **Enclosure**
c) Subject line
d) Attention line
- 169) In order to understand verbal and nonverbal communication which of the following things should we do?
a) Accept cultural differences
b) Studying your own culture
c) Learn about other cultures
d) **All of the above**
- 170) Which one is the aspect of life styles of the country?
a) Position of the family
b) **Social and economic levels**
c) Business hours
d) All the above

171) It is that part of language associated with but not involving the word system. It consists of the voice qualities and vocalizations that affect how something is said rather than what is said. Select one which is true from the followings

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- a) Kinesics behavior
- b) Paralanguage**
- c) Proximity
- d) Artifact

172) In which communication expressions are not encoded in words?

- a) Non-verbal**
- b) Verbal
- c) Written
- d) Verbal and written

173) In refusal letter, at which place do we give explanation of the refusal?

- a) Beginning
- b) Middle**
- c) End
- d) Between beginning and middle

174) A person should follow which one of the the following characteristics while writing an email?

- a) Concise, clear and polite**
- b) Verbose, rude and harsh
- c) Impolite and having negative tone
- d) Moderate

175) - ----- is a printed paper with the name and address of a person or organization

- a) Letterhead**
- b) Letter pad
- c) Leaflet
- d) Document

176) Which one of the followings is not the purpose of communication?

- a) To initiate some action
- b) To impart information, ideas, attitudes, beliefs or feelings.
- c) To establish, acknowledge or maintain links or relations with other people.
- d) To make the people fool and sell your products.**

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177) Globalization means that for a Company to survive, it must establish markets not only in its own country but also in-----.

- a) two countries
- b) six countries
- c) many countries
- d) the whole world

178) In----- characteristics such as body shape, body odors and skin color are included.

- a) Mental
- b) Physical
- c) Spiritual
- d) verbal

179) Communication is the process by which individuals share:

- a) Coordinate activities, and make decisions
- b) Body movements
- c) Techniques
- d) Skills

180) Sometimes an extra message is added at the end of a letter and is known as:

- a) Postscript
- b) Attention line
- c) Subject line
- d) Copy notation

181) -----is included to remind the reader to check for additional pages of information.

- a) Copy of notation
- b) Enclosure
- c) Subject line
- d) Attention line

182) What is the top most quality of a business executive?

- a) Effective communicator
- b) Good personality

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- c) Hardworking
- d) Skill to manage the things

183) What is CD-Rom database?

- a) It is used to put information in a form that is easy to digest
- b) It is used to play computer disk
- c) It is a tool used during the high level meetings
- d) It is a tool to download songs

187) An exchange of information within an organization is called:

- a) Internal communication
- b) External communication
- c) Horizontal communication
- d) Vertical communication

188) what is the more formal way of communication?

- a) Written communication
- b) Oral communication
- c) Non-verbal communication
- d) Effective communication

189) Artifact objects are used in which type of messages?

- a) verbal
- b) Non-verbal
- c) Written
- d) Oral and written

190) Personal space varies according to:

- a) Situation
- b) Culture, status
- c) Medium
- d) Channel

191) For writing an effective business message, there are----- planning steps.

- a) seven
- b) five

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- c) two
- d) three

192) If you have bad news, how can you begin your message?

- a) With buttering.
- b) With flattery.
- c) **With buffer**
- d) With confidence

193) In order to understand verbal and nonverbal communication which of the following things should we do?

- a) Accept cultural differences
- b) Studying your own culture
- c)) Learn about other cultures
- d) **All of the above**

194) before writing a message, which of the following steps are necessary for effective communication?

- a) Define the purpose of the message.
- b) Analyze your audience – readers or listeners, outline – organize – your message.
- c) Choose the ideas to include, collect all the facts to back up these ideas.
- d) **All of the above**

195) Which of the following parts are related to business letters?

- a) Heading
- b) Date
- c) Inside address, salutation
- d) **All of the above**

196) When the company thinks your audience will be interested in what you have to say or willing to cooperate, it usually opts for:

- a) Indirect approach
- b) **Direct approach**
- c) Neutral approach
- d) Modern approach

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197) The important and highly visible parts of nonverbal communication are:

a) Pamphlet, leaflets

- b) Appearance, clothes
- c) Letters and memos
- d) Document, registry

198) For a good communicator, it is important to predict how the customer will respond and this aspect is called:

a) Perception

- b) Perfection
- c) Personality
- d) Practice

199) Which one is individual cultural variable from the followings?

- a) Politics
- b) Decision Making
- c) Social Norms
- d) Language

200) 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:

- a) Conciseness
- b) Courtesy
- c) Consideration
- d) Completeness

201) Which one of the suggestions is not the part of replies to inquiries?

- a) Give the Exact Information Requested
- b) Express Appreciation for the Inquiry
- c) Sell Your Organization or Product

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d) End with a Negative Closing

202) - ----- is standard part of a letter.

- a) Copy notation
- b) Attention line

c) Salutation

d) Postscript

203) In business communication, whenever someone gives you a favour or when an action deserves praise, which letter is written?

- a) Letter of congratulation
- b) Letter of condolence
- c) Letter of Invitation

d) Letter of appreciation

204) Personal Nonverbal communication involves kind of nonverbal behavior that is unique to:

- a) Four persons
- b) One person
- c) Six persons
- d) Three person

205) Stroking, hitting, holding or guiding the movement of another person are examples of:

- a) Touching behavior
- b) Body movement
- c) Physical characteristics
- d) Duplicators

206) In which situation do we write acknowledging an order letter?

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a) Welcome the customer

b) Discourage the customer

c) Apologize

d) Sympathies

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

a) Complete

b) Considerate

c) Courteous

d) Clear

208) What is business communication?

a) To send your message in the business world.

b) To achieve good will among the customers.

c) To win angry customers.

d) All of the above

209) The direct organizational plan is appropriate when the writer anticipates the reader's-----.

A) acceptance

b) Resistance

c) Hesitation

d) Rejection

210) A formal style is characterized by more----- sentences.

A) simple

b) Complex

c) easy

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d short

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

a) **Begin**

b) End

c) Write

d) Conclude

212) **An effective ending will ----- the reader to act as requested.**

a) **Motivate**

b) Consolidate

c) Disappoint

d) Depress

213) **Pitch range, rhythm control, tempo and articulation control are aspects of which one of the followings:**

a) Touching behavior

b) **Paralanguage**

c) Proximity

d) Artifacts

214) **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:**

a) **Groupware**

b) Teleconferencing

c) Faxes

d) Voice Mail

215) **Inside the organization, how many flows are working?**

a) One

b) Two

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c) Three

d) Four

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

a) Incomplete or vague order

b) Complete and clear order

c) Order for out-of-stock items

d) Clear orders

217) Personal space varies according to:

a) Situation

b) Culture, status

c) Medium

d) Channel

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

a) Substandard

b) standard

c) appropriate

d) good

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

a) Ethnography

b) Anthology

c) Anthropology

d) Ethnocentrism

220) 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

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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:

- a) Semantic barriers
- b) Physical Barrier
- c) Psychological barriers
- d) Barriers involving values attitudes etc

221) Letters refusing orders call for the indirect plan or the----- approach.

- a) Sandwich
- b) Burger
- c) Neutral
- d) Negative Negative

222) If your message is specific, definite and vivid; you are applying which one of the following principles:

- a) Conciseness
- b) Concreteness
- c) Completeness
- d) Consideration

223) Barriers caused by your own physical appearance, your audience, or the context of the document or the presentation are called:

- a) Semantic barriers (Convention of meaning)
- b) Physical Barrier
- c) Psychological barriers
- d) Barriers involving values attitudes etc

224) It means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries. Thus employees must understand other cultures as well as their own country's ethnic diversity. Match this statement with one of the following concepts:

- a) Globalization

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- b) Marketing
- c) Communication
- d) Americanism

225) This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. If plain paper is being used, heading, date, complimentary close and signature are typewritten at the horizontal centre of the page. They are placed so that they end near the right hand margin. Match the above with one of the followings:

- a) The Block-form / Modified – Block
- b) Full-Block
- c) The Semi-Block
- d) AMS (Administrative Management Society)

226) Communication has an ancient foundation and its roots go back to the time of Greeks, this is called:

- a) Oral communication
- b) Written communication
- c) Non-verbal communication
- d) Inactive communication

227) ----- machine scans a printed page, converts it to a signal, and transmits it.

- a) A Facsimile
- b) A Photocopy
- c) An Electronic
- d) A Printer

228) A message of congratulation or commendation is much like the message of:

- a) Condolence
- b) Appreciation
- c) Refusal
- d) Acceptance

229) An exchange of information within an organization is called:

- a) Internal communication
- b) External communication
- c) Horizontal communication
- d) Vertical communication

230) Vocal characterizers include:

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- a) Laughing, crying
- b) Intensity, pitch
- c) Sound, silent pauses
- d) Sneeze, tone

231) - ----- are individual cultural variables.

- a) Economics, politics
- b) Accepted dress, manners
- c) Language, social norms
- d) Social norms, manners

232) Which one is national variable from the followings?

- a) Time
- b) Space
- c) Economics
- d) Food

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