

En301 important notes + past papers subjective questions for mid term 2017

1. Write a note on beginnings & endings in a letter.

Ans:

When you begin your message make whether your reader will respond favorably or unfavorably to the message. Keep main idea or good-news in the beginning. The opening must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message.

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

2. Explain the term artifacts.

Ans:

These are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. E.g. Lipstick, clothes, perfumes, glasses and hair pieces reflect the style or mood of the user.

3. Make each of the following requests complete and concrete:

1. The coat you had in your window last Thursday is exactly the style I would like to have. Please send it to me on my credit card account.
2. I am interested in the portable TV you advertised in yesterday's newspaper. Will you please tell me more about it? (The firm advertised one TV set in the city's morning paper and a different set in the evening paper).

Ans:

1)

Dear Sir,

I like the coat which is in beautifying your last window last Thursday, I like that coat and want to make my dress. I will pay the amount through credit card.

2.

I have seen the advertisement yesterday in daily XYZ about the portable T.V

I want to know further details and technical specification, once it will meet my requirement I will definitely will not wait to keep away that portable T.V

4. What is the role of time, space and silence in effective communication?

Time

In effective communication time is very important it reflects the habits of different cultures as well eg. Persons in Latin America and the Middle East treat time more casually than do Americans, prefer promptness. Germans are considered time precise. In Latin American and in Buddhist cultures you may wait an hour; just reflecting a different concept of time; arriving late is a social accepted custom. Every nation have different concept of time.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?

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- Is time considered valuable or an intangible asset?

Space

Space is also very important every nation use to keep space with varying length how do you react in Saudi Arabia when someone's breathe intentionally brushes

How would you react hanging onto the outside of a bus in Pakistan? How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy, and overbearing.

Silence

Silence is also used as feedback, although it is not much effective but it is gives feed back to sender.

All these factors countable in effective communication.

5. What type of barriers in communication will be faced by a foreigner in a country he visited for the first time and how he will be able to overcome them?

Ans:

Generally, foreigner will face two types of barriers and a in a country who is visiting first time will face them.

- **Semantic Barriers**
 - Conversation mean
- **Physical Barriers**
 - Psychological barriers
 - Emotional barriers
 - Perceptual barriers
 - Barriers involving values attitudes etc

Semantic Barrier

These are the symbols the sender uses to communicate messages both sender and receiver must have same meaning of the message sent otherwise receiver will translate the message in different mean

Problem in Conventions of Meaning

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is used.

Connotation

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A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments and personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in some contexts and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

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.

For Speaking

Mumbling, not enunciating, speaking too quickly, noises become of hissing ventilation, blowing air conditioning, ringing telephones, slamming doors etc.

Psychological Barriers

Because of the changing world, everyone has his own concept of reality. Also, human beings, sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person's mental filter is unique. In our daily interaction with others, we make various abstractions, inferences and evaluations of the world around us.

Emotional Barriers

One possible psychological block is emotional, you may be emotionally block is you are announcing a new policy you may become popular or unpopular

Perception of Reality

The perceptual problem is that people think differently. Selecting some details and omitting others is a process called abstracting. On many occasions abstracting is necessary. However, he should be cautious about "slanted" statements. Differences in abstracting take place not only when persons describe events but also when they describe people and objects. Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement. Try not to let personal preferences affect your factual reporting of information.

Perception of Reality

Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

Necessary Inferences

It is general expectation that when we reach a foreign country, we are sure that we will be treated politely.

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When we post a letter, we infer that it will reach its destination. Conclusions we make about things we have not observed directly can often be against our wishes.

Barriers Involving Values, Attitudes etc.

Both personality and attitude are complex cognitive process. Personality usually is thought of as the whole person whereas attitude may make up the personality. The term attitude describes people and explains their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object e.g. some people does not like night shift, so there attitude is negative towards his work assign.

A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes, and opinions of the communicators. People react favorably when they receive agreeable message. Receivers' views of the information will affect their response. This response could be what the sender desires or just the opposite. Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed Mind

There are people having rigid views on certain topics. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Sender's Credibility

Other factors effecting attitudes, opinions and responses

They are following

Environmental stresses, Personal problems, Sensitivity

Each and every factor is considerable.

6. Write a note on different punctuation styles.

ANSWER:

There are three types of punctuation styles

1. **Closed punctuation:** In this style the heading, date, inside address, salutations and complimentary close are punctuated.
2. **Open punctuation:** In this style of punctuation no punctuations are used even after salutation and complimentary close.
3. **Standard Punctuation:** Punctuation is used only after salutation and complimentary close.

7. Rephrase the following letter body:

"Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive."

ANSWER: "Please ship parcel post, 300 Dell computers before the end of November."

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8. Point out some barriers in communication which arise due to attitude and value differences of sender and receiver.

1. A receiver's attitude;

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2. Sender's attitude;

Other factors effecting attitudes, opinions and responses
Environmental stresses
Personal problems
Sensitivity

9. Write short notes on the following:

1- Importance of communication in your career 2- Developing the right attitude

ANSWER: Importance of communication in career: The ability to communicate effectively is very important for a business management student. Since this field requires more of mental work so it is important to communicate the ideas and skills effectively to others to reach the desired individual and organizational goals. It is important while working in groups. In order to perform the job effectively it is very important to communicate with the coworkers and the seniors this will help in accomplishing the job.

Developing the right attitude: Attitude is a persistent tendency to feel and behave in a particular way toward some object. Attitude describes people and their behavior. Receiver's attitude towards a message determines whether it will be accepted or rejected. People react favorably when they receive agreeable message. Receiver's view of information affects the response. People react according to their attitudes towards a situation rather than to the facts. So developing the right attitude is very important. Since people develop their attitudes from experience too so to develop right attitudes there must be great association between individuals .

10. What is meant by Globalization? The implications of globalization on organizational behavior are profound and direct. Comment on this statement.

Answer: Globalization and its implications on Organizational Behavior: Globalization is a term that is used to describe the changing world order in which various aspects of a nation that include the economic, social, political, cultural and environmental factors are viewed as being part of a global community and not restricted in their scope. But according to an organization **Globalization** means that for a company to survive it must establish markets not only in its own country but also in many other countries of the world.

Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures

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- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now a day's globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell their products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures.

So globalization is no doubt an important need now but due to this organizations have to face many challenges.

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

Be optimistic when you write to someone who is ill. Mention once at the beginning of the letter how sorry you are that the person is ill. From then on talk about a return to normal life, as the writer of the following letter did:

12. Redraft the message for clarity

The identification and classification of the various histological types of lymphomas are vital steps toward the introduction of new therapies and the reduction of mortality.

13. What is buffer?

If you have bad news, begin your message with a buffer. A buffer is a statement that helps you bring your reader in a positive frame of mind, and the message becomes readable for the reader. But

“Buffer” should be neutral in tone. You should also avoid misleading the reader into thinking that the Message is good.

14. Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables.

Individual Cultural Variables

He or she exhibits a unique lifestyle of personal habits and ethnic diversity. Thus, within each culture, on the micro and more personal level, are differences in verbal and nonverbal cues expressed through varying

Concepts of time, individual speech, food, acceptable dress, managers at home and at work, decision-making patterns, and other nonverbal variations.

Time (Chronemics)

Persons in Latin America and the Middle East treat time more casually than do Americans, prefer promptness. Germans are time-precise. In Latin America – and in Buddhist cultures – you may wait an hour; just reflecting a different concept of time;

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arriving late is a social accepted custom.

Individual Cultural Variables

Even when referring to seasons of a year, countries differ.

It should not take you long to recognize which is the time conscious culture and which is the one less concerned with precision in time. Knowing cultural perceptions of time helps you understand why some responses are slow – by your standards.

Perceptions of time

- Is the concept of time considered linear or circular?
- What impact will time have upon business decisions?
- Is time considered valuable or an intangible asset?

Space (Proxemics)

How close may strangers stand to you?

How do you react in Saudi Arabia when someone's breath intentionally brushes you in conversation? How do you like being literally pushed into a train in Tokyo?

How would you react hanging onto the outside of a bus in Pakistan?

How do you react to the cold stare of a German as your eyes invade the privacy of his or her yard? Some cultures consider those who stand close to you as intrusive, rude, pushy and overbearing.

Concepts of office space differ

Perception of space – What is the average acceptable personal space between natives of the host country?

Food

It may be a good idea prior to visiting your host country to visit various ethnic restaurants in your home Country. Then you'll have an initial idea as to the kinds of foods available: how they are served, fixed or eaten.

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15. Explain the term culture and point out the main aspects of intercultural model.

A Concept of Culture

Culture refers to the behavioral characteristic typical of a group this definition implies that communication, oral and nonverbal within a group also are typical of that group and are unique.

Ethnocentrism: judging other group or countries by the cultural standards, of your group.

Cultural generalizations applicable to an entire national are impossible. Knowing core characteristics of a country are basic to better international communication.

Some National Variables Individual Cultural Variables

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ANSWER: "Please ship parcel post, 300 Dell computers before the end of November."

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Sender's attitude
Other factors effecting attitudes, opinions and responses
Environmental stresses
Personal problems
Sensitivity

19. Write short notes on the following:

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Implications of globalization: There are various implications of globalization on organizational behavior like

- New organizational structures
- Different forms of communications
- Need more sensitivity to cultural differences
- More competition

Now-a-days globalization is very much important for survival. Organizations expand globally to gain access to resources as inputs and to sell their products as outputs. Companies seek the expertise found in other countries. Competition is of greater extent in global environment. Companies compete with foreign competitors. The world is viewed as a single market. There exist a diverse workforce and the challenge of managing it increases as organizations expand their operations internationally. People from different countries have difficulties in non verbal communication due to differences in their cultures

So globalization is no doubt an important need now but due to this organizations have to face many challenges.

21. Write a note on beginnings & endings in a letter.

Beginning: If it is good news then the beginning should start with the main idea and take some buffer in case of bad news. There should be appropriate beginning so that the reader must continue to read the whole letter.

Ending: It should be polite, strong and make clear the reader about message. Ending should so effective that the reader acts as requested. Some polite words should add at the ending like regards thanking in anticipation etc.

22. What is the difference between inquiry and general request letter and which approach is used in both the letters?

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An inquiry letter is a request for the information about products or services for which we are interested to purchase or acquire. A general letter asks the information without intention to buy or sell. A direct plan should used in both letters.

23. Write only the body of an order letter to ABC Company for the purchase of Weather vanes?

Dear Sir,

You are requested that please send us the advertised weather vanes. We need 100 weather vanes for our shop. We hope we will continue our business in future.

A cheque is enclosed.

Sincerely yours

24. What points should we consider while discussing the Space (proxemics) as an individual cultural variable?

Space means nearness in physical space. Personal space varies according to culture, status, role and gender.

25. Do you think composing and editing is very important for an effective business message?

Yes off course it is very important part of the letter. It is the process of drafting the message. First we write some ideas on the paper and then recheck it for errors and add or subtract ideas for clarity and completeness. Different people compose letter with different styles. Computer is the best way for composing now days. In computer it is very easy to change. Different styles are depend on the nature of the letter.

26. What are different parts of interoffice memorandum? Describe briefly.

MEMO TO:

FROM:

DATE:

SUBJECT

Signatory

At the top area we mention to whom we are addressing, who is writing this message, date and subject of the letter. Then the body part where we write the message. And at last we mention the signatory.

27. Which aspects should be kept in mind while drafting a message?

A message is the main idea that a writer want to communicate. A message should be clear, complete, concise, and correct. While drafting a message you should keep in mind the reader. If it is good news then message should start with the main idea. In case of bad news is refusal there should be a buffer. Closing of the message should be effective and attractive. It should be polite and clear.

28. Explain the following points in replies to persuasive requests.

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

29. Name standard parts of a business message (letter)

1. Heading
2. Date

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3. Inside address
4. Salutation
5. Body
6. Complimentary close
7. Signature
8. Reference Section

30. Write a short note on clarity.

Clarity

- Clarity means getting your message across so that the receiver will understand what you are trying to convey.
- Choose precise, concrete and familiar words.
- Clarity is achieved in part through a balance between precise language and familiar language. Put right word to convey the meaning. Familiar words are often conversational.
 - Choose, Short, Familiar, Conversational words Simple Words

Avoid repetitive words. In the following redundant expressions, the italicized words are unnecessary and should be omitted”

- Here are some of the more popular clichés; use them sparingly– only when you’re sure they best express your intent

- All things being equal
- Break the ice
- Business as usual
- By leaps and bounds
- By rule of thumb

Construct effective sentences and paragraphs.

- At the core of clarity is the sentence. A sentence moves thought clearly within a paragraph. Important characteristics are as follows:
 - Length
 - Unity
 - Coherence

- Vague: Being the chief executive, we can expect help from you.

- Clear: Being the chief executive, you can surely help us.

- Emphasis

- Little Emphasis: The order was received and the manager started preparing for it.

- Better Emphasis: As the letter was received, the

manager started preparing for it

31. 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.

We are pleased to have received your order of September 15 and would like to welcome you as our new customer. Your order (No. 62997) for three dozen spark plugs is being processed and will be ready for shipment

on September 21, it will be delivered to your workshop by our own van, and payment will be c.o.d. (our policy for all orders under Rs. 1000).

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We are sure you will appreciate this item of our auto line. Mr. Gul, your sales representative, will call

on you soon with a catalog and samples.

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

Before writing a message, the following steps are necessary for effective communication.

1. Define the purpose of the message.
2. Analyze your audience – readers or listeners.
3. Choose the ideas to include.
4. Collect all the facts to back up these ideas.
5. Outline – organize – your message.

33. What is the difference between inquiries and general requests?

An inquiry asks for information about products or services the writer is interested in purchasing. Where as a general request the writer seeks information without intention to buy or sell. When you write either of these letters use the direct plan and follow these suggestions.

34. What do we mean by close paragraph in the process of effective business messages?

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

1. Make your request clear and complete with Five Ws and the H.
2. Include your phone number and extension if you want the reader to phone you.
3. Enclose a form (card, order, blank, or questionnaire) and an addressed reply envelope (perhaps with postage paid) if you want the reader to furnish something.
4. Give complete instructions regarding how and where if you do not include a form and envelope.
5. State your office hours and location if you want the reader to come to you in person. Do you have a free parking lot? Where?

35. Write a short note on groupware.

Groupware

Groupware allows several people to use software at the same time to create documents, keep track

of projects, route messages, and manage deadlines. Groupware enables a supervisor to manage work flow via individual computers instead of physically moving people from place to place or having face-to-face meetings.

CD-ROM database

Compact Disk – Read Only Memory (CD-ROM) has been available for several years and is becoming more popular. It is powerful tool for putting masses of information in a form that is easy to digest. Some kinds of information typically found on CD-ROMs are encyclopedias, dictionaries, telephone directories, and articles and abstracts on various subjects. A CD-ROM can store more than 100,000 pages of text. It will continue to grow.

Teleconferencing

It is a rapidly developing technology that will eventually change the way companies do business

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Teleconferencing is

- Best for informational meetings,
- Ineffective for negotiation
- Efficient alternative to a face-to-face meeting
- Discourages the “secondary” conversations
- Helps a participant focus on a topic but prevents participants from sharing valuable information.

36. Environmental factors can greatly affect the process of communication.

Discuss.

Environmental Factors

- The environment can influence the outcome of communication. For this reason, organization gives careful consideration to office space, factory layout, the sales area and conference venues. The environment should put people at ease and match their expectations; an unsuitable environment can produce ‘noise’ that causes communication barriers and interferes with the communication process.
- Certain instincts, such as desire for privacy, familiarity and security, need to be satisfied. Careful design of the workplace can meet these needs and in so doing improve communication, productivity and morale. Natural and artificial light, colour, temperature, tables, chairs, desks, lounges, plants, sound, artwork, magazines, and floor and wall coverings all have an impact on people’s perception of an organization.
- In the workplace, attention to punctuality or a disregard for it can make a strong nonverbal impact.
A disregard for punctuality may, like a sloppy appearance, merely reflect a casual attitude. However, a deliberate decision to keep a contact waiting may be a way to communicate a negative message.
- While punctuality is a matter of courtesy, attitudes towards its important vary between cultures. To be kept waiting for a business appointment on a tropical island will not have the same significance as a delay in some European counties where punctuality is highly regard.
- The above discussion of the seven aspects of nonverbal communication provides a theoretical analysis. However, to consider each aspect in isolation is artificial. In practice, what is sent as a total message is a cluster of nonverbal cues in association with the spoken words

37. How far do you agree that cultural differences provide hindrance to a company in this atmosphere of globalization?

Globalization 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.

This chapter introduces you to three fundamental topics as a basis for communicating effectively with people from the other countries.

National Variables

Education

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Many managers in foreign countries are not very well educated. Most Asian and Chinese managers have had a less formal education than American and European managers.

Law and Regulations

In both the developed and developing nations, various government regulations affect business communications and the sale of products. For example advertising directed at children is restricted in the United States, Canada, and Scandinavia; also, Other countries, such as France, Mexico, and the Province of Quebec, have a restriction on the use of foreign languages in advertisements.

In some Muslim countries fashion magazines are not allowed in many countries, and cosmetic makeup is also prohibited.

1. Laws and regulations: degree of formality

- To what extent are the laws of the country codified?
- Is there uniform enforcement for the laws and regulations of the country?
- Are the laws and regulations of your country accepted and enforced?

Economics

Availability of capital and transportation and the standard of living per capita vary from nation to nation.

The opportunity to borrow money, the rate of inflation, and the exchange rates influence business and a country's ability to communicate concerning that business.

In the US free enterprise system, competitors usually set their own prices. In contrast, OPEC (Organization

of Petroleum Exporting Countries), as a Cartel, sets oil prices.

Some Japanese businesses check with the government before initiating major production and trading changes.

Economics: Past history and projections

- Which economic changes have occurred within the past 5 years that will affect the future?
- Is the government supportive of the economic changes occurring?
- How welcome are outside investors in your host country?

Politics

Even concepts of democracy will vary as interpreted in Korea, the Philippines, or Great Britain. The

Sweeping political changes in government will affect future business relations.

The event – such as antigovernment demonstrations, arrests, assassinations, elections, exile, general strikes, guerrilla warfare, government crises, revolutions and riots – are important in determining the stability of a country.

38. What is the difference between inquiries and general requests?

An inquiry asks for information about products or services the writer is interested in purchasing. Where as a general request the writer seeks information without intention to buy or sell. When you write either of these letters use the direct plan and follow these suggestions.

39. What is an order letter?

Answer:

An order letter is a contract of selling and purchasing or services. Orders are considered one of the simplest types of direct request. While placing an order, you need not excite your reader's interest; just state your needs clearly and directly

40. Name some national variables mentioned in intercultural communication model.

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Answer:

Following are some national variables

- Education Time
- Regulation Space
- Economics Food
- Politics Accepted Dress
- Social Norms Manners
- Language

41. Write down the format of Semi Block Form of letter.

Answer:

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

42. Write the body of a "Thanks letter" to your customer for the first order, in order to build good will of the company.

Dear customer,

As you recently placed your first order to our company we are very thankful to you for choosing our company for your first and particular order.

The expansion of our company will be completed in a few weeks. We can then offer you the variety of new items in your own city which then also decreases your transport expenses. Hence you can enjoy all the products and services and even special discounts if remained keep in touch with us.

During the coming days we will do our best to serve you in every way.

We hope that the coming up time will be a happy and successful year for you.

Warm regards

44. Explain three National Variables present in intercultural communication model?

National Variables in intercultural communication model

Ans;

Education

Many managers in foreign countries are not very well educated. Most Asian and Chinese managers have had

a less formal education than American and European managers.

Before drawing conclusions from data, it is necessary to consider many factors. Percent of managers recommending specific courses as very important preparation for general management.

Law and Regulations

In both the developed and developing nations, various government regulations

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affect business communications and the sale of products. For example advertising directed at children is restricted in the United States, Canada, and Scandinavia; also, other countries, such as France, Mexico, and the Province of Quebec, have a restriction on the use of foreign languages in advertisements.

In some Muslim countries fashion magazines are not allowed in many countries, and cosmetic makeup is also prohibited.

1. Laws and regulations: degree of formality

- a. To what extent are the laws of the country codified?
- b. Is there uniform enforcement for the laws and regulations of the country?
- c. Are the laws and regulations of your country accepted and enforced?

Economics

Availability of capital and transportation and the standard of living per capita vary from nation to nation.

The opportunity to borrow money, the rate of inflation, and the exchange rates influence business and a country's ability to communicate concerning that business.

In the US free enterprise system, competitors usually set their own prices. In contrast, OPEC (Organization Of Petroleum Exporting Countries), as a Cartel, sets oil prices.

Some Japanese businesses check with the government before initiating major production and trading changes.

Economics: Past history and projections

- a. Which economic changes have occurred within the past 5 years that will affect the future?
- b. Is the government supportive of the economic changes occurring?
- c. How welcome are outside investors in your host country?