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**FINALTERM EXAMINATION**
**ENG301- Business Communication (Session - 1)**

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

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---------- is the process of drafting your message.

- ► Composing
- ► Editing
- ► Revising
- ► **Reviewing**

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

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'AMS' is the abbreviation of:

- ► Administrative Management Society
- ► Alcholical Member Society
- ► **Advanced Management Society**
- ► Asian Management Society

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

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How many basic divisions of a formal report are?

- ► **Two**
- ► Three
- ► Four
- ► Five

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

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Unsolicited letters are written on ADIA plan which is --------- step approach.

- ► five
- ► two
- ► **four**
- ► one

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

Sales letters start with:

► An easy and effective way

► An attention-getting device

► **Interesting news**

► Buffer

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

----------is one of the members who monitors a committee's financial activities.

► **Treasurer**
► Advisory
► Controller
► Secretary

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

In which communication expressions are not encoded in words?

► **Non-verbal**
► Verbal
► Written
► Verbal and written

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

Personal space varies according to:

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

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

An applicant should show interest in the job during the which stage?

- ► Screening stage
- ► Selection stage
- ► **Final stage**
- ► First stage

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

BATNA stands for :

- ► Better acknowledged to narrative agreement.
- ► Best approach to a non related assignment.
- ► **Best alternative to a negotiated agreement**
- ► Best approach to a narrative agreement

**Question No: 11 ( Marks: 1 ) - Please choose one**

While writing and presenting your Thesis or Dissertation, you go through many stages. First stage is:

- ► Preparing the Proposal
- ► Writing the Research Paper
- ► Making an outline
- ► **Thinking about It**

**Question No: 12 ( Marks: 1 ) - Please choose one**

Proposal should be written in a :

- ► **Future tense.**
- ► Past tense
- ► Present tense
- ► Present continuous

**Question No: 13 ( Marks: 1 ) - Please choose one**

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and which thing is missing?

- ► To entertain
- ► To instruct
- ► **To have a good interaction**
- ► To talk to others

**Question No: 14 ( Marks: 1 ) - Please choose one**

Which one is national variable from the followings?

- ► Time
- ► Space
- ► **Economics**
- ► Food

**Question No: 15 ( Marks: 1 ) - Please choose one**

Which of the following complimentary close is accurate in general letter writing?

- ► Yours sincerely,
- ► Sincerely,
- ► Yours respectfully,
- ► **All of the above**

**Question No: 16 ( Marks: 1 ) - Please choose one**

Complaint letter should be called----------.

► persuasive letter
► **claim letter**
► inquiry letter
► sales letter

**Question No: 17 ( Marks: 1 ) - Please choose one**

Minutes, which tell more of the story of what happened and who said what at a meeting are:

► Resolution minutes
► **Narrative minutes**
► Informal minutes
► Formal minutes

**Question No: 18 ( Marks: 1 ) - Please choose one**

In which thing does a speaker do most of sending and a number of listeners do most of the receiving?

► Written tests
► **Oral presentation**
► Interview
► Group discussion

**Question No: 19 ( Marks: 1 ) - Please choose one**

Which tests are designed to check competency or specific abilities of a candidate to perform a job?

► Psychological tests

► Drug tests
► **Job skills tests**
► General tests

**Question No: 20 ( Marks: 1 ) - Please choose one**

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In APA format, if you are directly quoting something in your research paper from another work, you will need to include the author's last name, year of publication, and the ---------- for the reference.

► author's birth date
► **page number**
► name of book
► title page

**Question No: 21 ( Marks: 2 )**

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Describe the use of visuals in a thesis paper.

Answer:

Visual such as table figures included graph , charts, drawing and photograph. Try to keep these visual as simple as possible and clearly lable each visual with an Arabic numerical and included the titile of the visual . the table and title should appear on separate line

**Question No: 22 ( Marks: 2 )**

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Write the format of a short report.

Answer: Format of short reports:

1) For brief external reports, use the letter format , including such as title or a subject line after that the readers address which should be clearly states the subject of that document.
2) For brief internal reports , you should use the memeo.
3) Single space between text.
4) Duble space between paragraphs
5) Present all short informal reports properly

**Question No: 23 ( Marks: 2 )**

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What is an appropriate closing to an interview?

Answer:

As we know that like opening the end of the interview is also more important than its duration should indicate.
In last few minutes you are needed to evaluate how well you done your interview. At the end you have to also correct any misconception the interviewer might have.
Concluded gracefully, and also if important discuss the salary.

**Question No: 24 ( Marks: 3 )**

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What are the purposes of a business report?
Answer:
The main purpose of the business report is to convey important information in an organization. It is also to provide the despite technology advances, organize the facts , ability to collect the data and to compose a readable text remain a highly a highly marketable skills.

**Question No: 25 ( Marks: 3 )**

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Write a note on different types of job letters.
**Answer:** Ther are two types of jobs letters.

**Question No: 26 ( Marks: 3 )**

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What points and measures should be taken into account by the researcher during thesis writing under the heading “Focus your research very specifically”?

**Answer:**
Focus your research very specifically.
In your research do not cover too much area.Usually a broad defined project is not do able. Now you may think that this will distort what you want to do . this may the case but you will do a project very well when it is narrow. Also do not try to solve all the problems in one research. Do only one project for your dissertation and leave all the others for later.

**Question No: 27 ( Marks: 5 )**

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What are four stages of AIDA plan? Describe briefly

**Question No: 28 ( Marks: 5 )**

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Write a note on minutes of informal meetings.

**Answer: Minutes Of informal Meeting :** The written record of proceeding of a meeting is called minutes of informal reports. In the business most of the meeting are informal therefore the minutes is also informal. In this type of minutes usually date, time , place of the meeting is included.In this type of minute the name of presiding officer, a list of of those people which should be present there and usually the time of adjournment is included. In this type of minute the discussion is summarized. Minutes is signed by the person who took them or by the presiding officer.Minute is duplicated ad copies are sent to each person present at the meeting and to other officers.

**Question No: 29 ( Marks: 5 )**

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What are the points to be considered while doing audience analysis?

Answer. The following steps are taking for audience analysis:

1)Determine size and composition of audience.

a) first of all estimate that how many people will attend .

b) Also consider that they have some political , professional or other type of affiliation in common.

c) Also analyze that how many men, woman, ages ranges, occupation should be considered

d)Also predict the probable reaction of the audience.

e) Check that why the audience are attending the meeting.

f)see the mood of the audience.

g) determine the general attitude of the audience.

h) Also you should consider that the audience has any bias that will work against you.

i) Also consider the mood of the audience that they are in position to here you.

j) if possible Anticipate the questions and objections.

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**Question No: 30 ( Marks: 5 )**

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A good proposal has a good title and it is the first thing to help the reader understand the nature of your work.Comment.